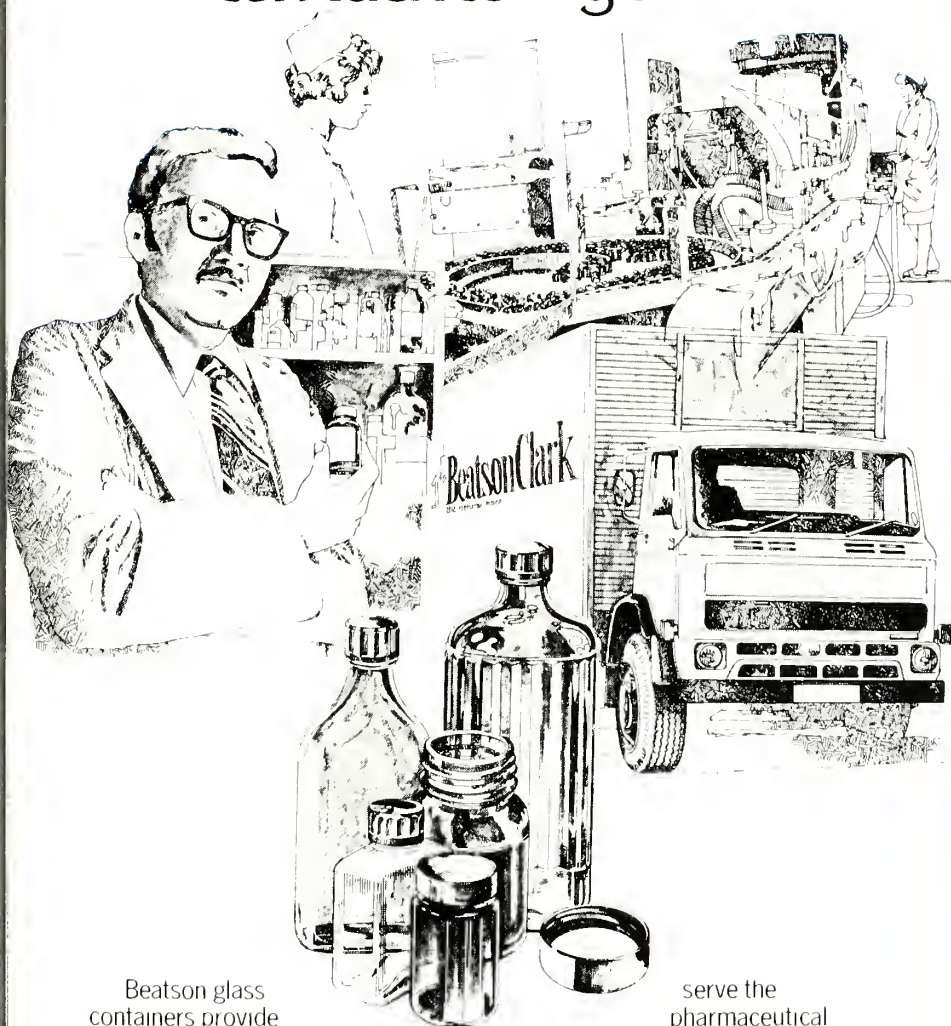


CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

Beatson Clark-
confidence in glass.



Beatson glass containers provide the necessary protection for packaging pharmaceutical products, in white flint and amber glass.

Beatson Clark have been making glass for two centuries and today

serve the pharmaceutical world with most types of medicinal glass containers.

Ask your wholesaler.
Beatson, Clark & Co. Ltd.,
Rotherham, S. Yorks. S60 2AA
Tel: 0709 79141 Telex: 54329



**VTOs react to
relaxation of
chemist title
restrictions**

**Future of
NI pharmacy:
open and
closed zones?**

**No drugs list,
says Minister**

**New 'X' vote
bid rejected
by council**



Are you giving your
customers a good laugh?

You are if you're stocking Snug.

Because Snug denture cushions keep false teeth firmly, reliably and comfortably in place.

So that denture wearers can laugh (and talk, and eat) in perfect confidence.

Snug isn't a messy powder or paste, doesn't need renewing daily, and is economical to use.

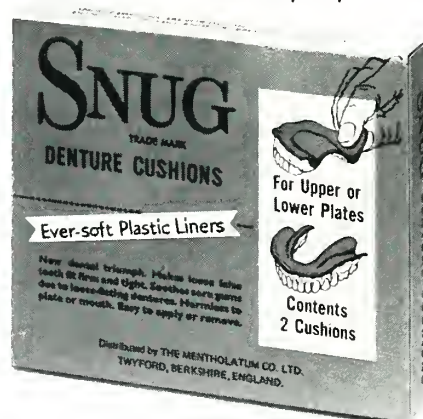
It's made from hygienic dental material similar to that used for making dentures.

No wonder more and more denture wearers are relying on Snug.

Snug is being widely advertised in national newspapers. The more of it you stock and display the more you'll sell.

So check your stocks now. Immediate deliveries can be obtained from your usual wholesaler.

SNUG IS AVAILABLE IN ONE AND TWO CUSHION PACKS.



CHEMIST & DRUGGIST

Incorporating Retail Chemist

July 14, 1979
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COMMENT

A hollow victory?

So now we know—the Pharmaceutical Society cannot prevent the restrained use of the "chemist" title in advertising of non-professional goods and services. A statement issued by the Pharmaceutical Society's secretary and registrar, Mr Desmond Lewis (p52), after the Society had taken legal advice, shows that the Dickson judgment by the House of Lords in 1968 had an even greater impact on the ethics of the profession than most pharmacists had realised, and that certain current interpretations of the Statement upon Matters of Professional Conduct are probably unenforceable in law.

So the profession now knows where it stands—the question is whether it really wanted to know. Before Unichem, all the major organisations—including Boots, Co-ops. Numark—had agreed to operate within the rules (some more reluctantly than others), while many groups and individuals had not dared even to question the rule, and certainly not the Society's authority to enforce it. The Unichem settlement nevertheless offers an opportunity that will be widely welcomed by many in the profession, but does it also offer an opportunity for a minority to exploit the situation? In advertisements the title is to be given "no more prominence, whether by position, size of type, repetition, or otherwise", than is reasonably necessary to identify the advertiser and/or the place at which the goods or services advertised may be obtained. That restriction could be open to interpretation, and unfortunately there will be some willing to test its limits.

If the profession does live to rue the day it involved the law in its internal affairs once again (and pharmacy seems always to emerge with battle scars) then perhaps the membership will reflect on how it came to concede another of its (presumed) rights and privileges. There is some considerable, though not conclusive evidence that a majority in retail practice might prefer—perhaps even require for survival—the very relaxation in the use of the title now granted. But that majority failed to exert its influence on the Society's democratic process when the issue was before the branches. The Society's Council (though internally divided) chose not to save the day by accepting the Unichem-NPA offer to finance a referendum, and in the end it fell to the commercial organisation (albeit with a pharmacist membership) to force matters to a head. As a matter of principle that cannot have been good for the profession, but only time will reveal who will regret the action most.

Paradoxically, Unichem members are unlikely to be the first to benefit from the "victory" their organisation has won. Numark, while admitting they were "taken by surprise" by the decision, have lost no time in arranging for their advertisements to incorporate the magic word. (It should perhaps be remembered that for a time Numark bowed to Society pressure to the extent of even removing their company title because it included the word "chemists".) Whether Unichem have merely been sitting tight remains to be seen, but competitors note their recent absence from the media and some believe that price competition (with even "ethical's" margins squeezed as RPM loses its grip) is reducing the cash available to all wholesaler groups for advertising. Numark, of course, demand a £50 a year advertising contribution from their members and are able to persuade manufacturers to top the fund up in respect of promotions involving their products. Others could well have to follow this now well-established lead.

Retail pharmacy marketing may have a completely different look about it as a result of this settlement. But is it to be a bountiful new world—or a minefield?

VTOs react to ease of title restrictions

Numark may be the first group to take advantage of the removal of restrictions on the use of the "chemist" title in the advertising of non-professional goods and services.

The announcement that the ban is to be lifted came last week as a result of the settlement of Unichem's High Court action against the Pharmaceutical Society (*C&D* March 3, p245) to quash a Statutory Committee reprimand against three Unichem directors. After taking counsels' opinion, the Society has recognised that use of the "chemist" title in connection with advertising non-professional goods or services does not offend against the statement upon Matters of Professional Conduct, provided that it merely identifies the advertiser and/or the place at which the goods or services may be obtained (see below).

Unichem themselves are making no public comment on the decision—except to welcome it—but Mr Arthur Trotman, managing director of Independent Chemists Marketing Ltd, told *C&D* this week that Numark would be taking immediate steps to ensure that the group's members were "identified" in future advertising. The word "chemist" will be reinstated into the Numark logo and phrases such as "call at your Numark shop" will translate into the more effective "call at your Numark chemist".

Mr Trotman added: "Our advertising

will be more meaningful and communicate to the public that the chemists is different from other shops". It is expected to take some weeks for all Numark advertisements to carry the new copy, owing to the long lead times of some periodicals.

Mr David Coleman, chairman of Independent Chemists Marketing Ltd, said the decision reflected the policy ICML had long advocated—they had never agreed that to describe the type of shop was to advertise professional services. "I'm sorry it's taken so long, though," he added.

Sangers have also welcomed the decision as one that will help their chemist customers to compete more effectively with drug stores and multiple retailers. John Ramsey, commercial director, said that the Apocaire objective of negotiating good prices and promotions could be defeated if it was not possible to direct the public to the outlets where the offers were available, but use of the title amounted to only another weapon, not a panacea for all retail pharmacy's ills. Apocaire's primary aims were to achieve good display in-store, plus shop identification—but the group could be expected to use the title when advertising began if it was considered advantageous.

Boots say they have the title question under consideration but had made no decision as *C&D* went to press.

restricted title is used solely for the purpose of identifying the advertiser and/or the place at which the goods or services advertised can be obtained and is given no more prominence in the advertisement, whether by position, size of type, repetition or otherwise, than is reasonably necessary to achieve such purpose.

3. For the avoidance of doubt it is recorded that the Society has no objection to the reasonable use by the applicants of the Unichem symbol; the caption "The Pointer to Value" and the word "local" in connection with the word "chemist(s)" in advertisements which are otherwise unobjectionable.

The Council wish to point out to members that the provisions of the Medicines Act 1968 Section 78 remain applicable to the restricted title "chemist" and that paragraphs 5 and 6 of the Statement upon Matters of Professional Conduct remain effective as guidelines to members in connection with advertising. The terms of settlement of the present proceedings concern only the advertisement of a pharmacist's non-professional goods and services and involve no more than a very limited departure from the Council's present policy. Any use of the title "chemist" otherwise than for the purposes and within the limits set out in paragraph 2 above is likely to be regarded as an indirect advertisement of a pharmacist's professional services and thus a contravention of paragraph 6 of the Statement upon Matters of Professional Conduct. If any member of the Society is in doubt as to the propriety of a proposed advertisement the Ethics Committee will be pleased to give advice in advance of publication.

'Pharmacy' protected

Asked about the word "pharmacy" a spokesman for the Society stressed to *C&D* that the use of the word chemist as described in the settlement was conceded by Council on legal advice and not after consideration of whether its use constituted advertising of professional services. The use of the word "pharmacy" would continue to be regarded as advertising of professional services.

£1m training scheme

Grants up to a maximum of £1,800 are being offered by the Distributive Industry Training Board under a £1m scheme.

The scheme is being introduced to offset skill shortages in the distributive industry. The grants, which are not solely for school-leavers and young people, will be paid to any trainee who still has at least 10 years to work before retirement age. Some 29 occupations will benefit.

Any firm in scope to the DITB, leviable or not, may apply, but grants will generally be restricted to one per firm. However, firms currently holding levy exemptions may have up to a maximum of four grants. The grants will be for one year (£1,000), two years (£1,500) or three years (£1,800). Details from DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.

Victory for common sense says NPA

The early reaction from Mallinson House is that, had the case gone to court, the decision would probably have been that the Society's prohibition of the use of the word "chemist" would have been seen as an unlawful restraint of trade. "This inevitable outcome might very well have left the Society powerless to exercise any control whatever over the use of the word 'chemist' for 'non-professional' advertising. As it is the Society has been able to retain an important measure of control over the size and format of advertisements.

"The NPA Board of Management (and its predecessor the NPU Executive Committee) have been in favour of a relaxation of the Society's position and the use of the word 'chemist' for many years. An NPU referendum in 1975 confirmed that the membership were firmly behind that view.

"The terms of the statement published by the Society indicate clearly that the Council now agrees with the view long held by the NPA: that the use of 'chemists' in advertisements for non-professional goods and services is not of itself an implied 'professional' advertisement.

"To those who argue that the com-

promise is a retrograde step, we would suggest that they ask anyone who has been to or has worked in New Zealand whether they have heard of any person who has suffered, or whether the practice of retail pharmacy is any less 'professional' as a result of pharmacists there being permitted to use the word 'chemists' in advertising non-professional services."

The new situation will be considered by the full NPA Board on July 24.

Settlement terms

The terms of the settlement of the High Court action are as follows:—

1. The applicants acknowledge that the Society is entitled to prohibit or restrict advertising by pharmacists to the extent and in the terms appearing in paragraphs 5 and 6 of the Statement upon Matters of Professional Conduct (Revised May 1970).
2. The Society acknowledges that the mere use of the restricted title "chemist" (or "chemists"), in connection with the advertisement of a pharmacist's non-professional goods or services does not offend against the provisions of the said paragraphs 5 or 6 provided that such

Minister says no to approved drugs list

The Government is opposed to the use of an approved list of drugs from which doctors would be encouraged to prescribe. Dr Gerard Vaughan, Minister for Health, said in a written Commons answer to Dr Roger Thomas, last week, that he did not believe such a list would achieve economies in National Health Service costs, or necessarily be in the interests of patients.

A report in the *Observer* on July 1 said the Royal Commission will recommend that doctors and hospital pharmacists should select drugs from an approved list.

Dr Vaughan went on to say that the Department of Health is taking a number of measures aimed at obtaining value for money spent on prescribed medicines, including providing doctors with independently-produced information about drugs and therapeutics and about comparative costs of medicines. Doctors are being encouraged to refer to the British National Formulary. A revised issue of the BNF is in preparation and it is due out soon.



Closing date is Saturday, July 14

Guild presses pay claim

NHS scientists are to put in a claim for an interim pay award and if they are successful a similar award should follow for hospital pharmacists.

Ms Donna Haber, ASTMS divisional officer, reported this latest development to the Guild of Hospital Pharmacists council meeting last week, on hearing how disgruntled hospital pharmacists were becoming about delays in their pay settlement. She explained that agreement was still not possible because of delays in reaching a settlement within the scientific civil service, with whom hospital pharmacists have salary links.

Ms Haber added that an emergency motion had been submitted to the ASTMS Health Service National Advisory Committee calling on ASTMS to secure "an immediate pay rise for all staff who have not received their 1979 pay increase."

The president, Mr C. R. Hitchings, is to represent the Pharmaceutical Whitley Council staff side at a meeting with the Minister for Health on July 17. They will discuss the lack of progress on salaries for top pharmacy posts, ie grades IV and V and officers.

The meeting heard that Guild membership had increased recently, although an ASTMS spokesman refused to disclose exact figures to *C&D* as it was against the union's policy. However, 129 members had joined this year and the present total was the highest ever.

The council agreed that group secre-

taries should be reminded to encourage pre-registration pharmacists to join.

The professional secretary, Mr A. M. S. Cullen, drew council's attention to a Department of Health letter indicating that from July 1, 1980, only fully registered doctors and dentists who had also obtained certificates of authorisation (issued by UK Health Ministers) would be legally entitled to administer radioactive substances to humans in the UK. Such regulations have been made under the Medicines Act 1968 to comply with a Euratom Directive.

The council discussed a consultative paper on the regulations to be made under the Medicines Act 1968 Part III for the sale, supply and storage of medicines in private hospitals. Department suggested that the same code would be applied administratively in NHS hospitals. Council agreed its reply that, amongst other things, special reference to those medicines on the General Sale List should be deleted, since all medicines should be treated similarly in this context, and that the person who would inspect places where medicinal products were kept should be a pharmacist or other person appointed by the APHO.

Although a full discussion by council on the question of a union "closed shop" in hospital pharmacy was not due until the September meeting, district council members asked for more detailed information for circulation to members on the advantages and disadvantages of

such a "closed shop". The divisional officer agreed to prepare a paper.

The council discussed a paper on the career structure for specialist pharmacists, particularly those in production units. There was concern over the difficulties in retaining specialists and in recruiting pharmacists into such posts so further information from these specialists is to be sought by means of a questionnaire. Another motion from the branch delegates meeting, requesting the council to formulate a career structure for pharmacists working as teacher-practitioners, was deferred until district council members had collected information on the number of hospital pharmacists currently involved in teaching.

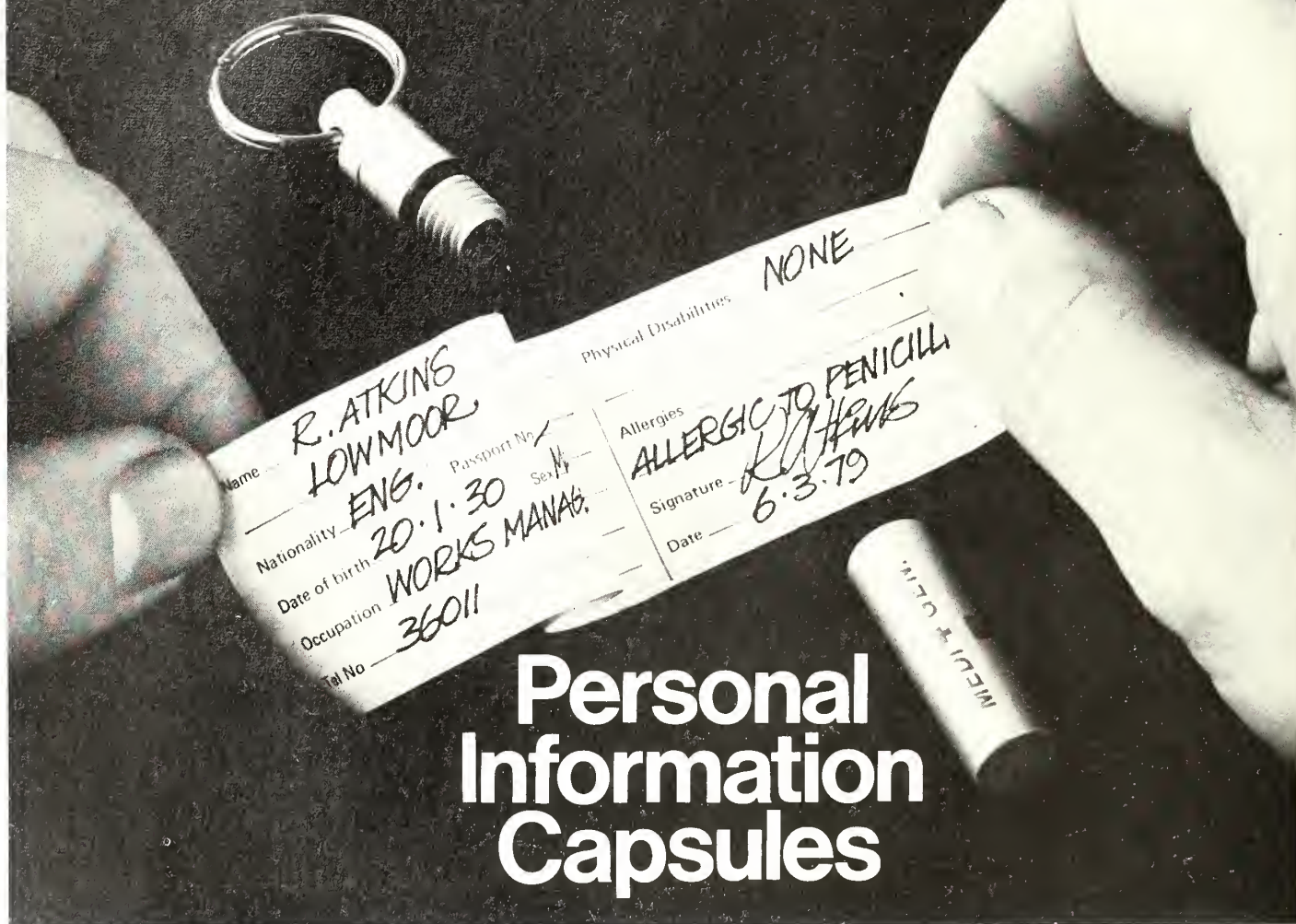
Dr T. R. Lowther outlined the unsuccessful attempts which had been made to establish a separate functional Whitley Council in Northern Ireland. The divisional officer suggested that the Northern Ireland group could consider requesting a sub-committee to be established as part of the existing Professional and Technical Staffs joint council, to deal specifically with hospital pharmacists' conditions of service in Northern Ireland.

The Committee on Safety of Medicines had asked for views on a suggested retrospective assessment of drug safety ("RAD") scheme as part of the post-marketing surveillance of drugs. Council agreed its reply that the monitoring of hospital prescriptions should be included.

A half-day seminar for group secretaries is to be arranged on the first day of the Guild's weekend school, to give guidance on disseminating Guild/ASTMS information to members.

A new line from Simpkins!

MEDI-GEN



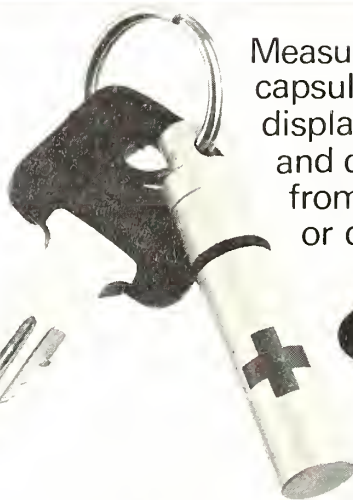
The image shows a hand holding a silver-colored cylindrical capsule with a keychain. A form is attached to the capsule, containing the following information:

Name	R. ATKINS LOWMOOR
Nationality	ENG.
Date of birth	20.1.30
Occupation	WORKS MANAG.
Tel No	36011
Passport No	
Sex	M
Physical Disabilities	NONE
Allergies	ALLERGIC TO PENICILLIN
Signature	R. ATKINS
Date	6.3.79

Personal Information Capsules

Fastened to a car key, handbag or belt, Medi-Gen contains all the identification and medical details the wearer wants other people to know – just in case.

Medi-Gen is solidly engineered from aluminium – it's water and fire-resistant – and it bears a clear first aid cross for ready identification by helpers.



Measuring just under 6cm, Medi-Gen capsules are blister-packed on display cards. Full details of prices and discounts are now available from your Simpkin representative – or direct from:–

SIMPKINS

A. L. Simpkin & Co. Ltd.
Marketing Division, Hunter Road,
Sheffield S6 4LD, England.
Telephone: (0742) 348736

BMJ boost for Medi-Gen

Since the Medi-Gen was featured in the BMJ last September, sales have resulted from a wide sample of users both in the UK and abroad. And now, advertising space is being taken in this influential journal to acquaint doctors of the availability of Medi-Gen capsules through chemists. There'll be a big demand for Medi-Gen!

VAT exemption call for some counterprescribing

The Pharmaceutical Society is seeking to exempt from VAT medicines that are counterprescribed and for which records are kept. The Practice Committee, considering a report on VAT on medicines at this month's meeting, noted the new 15 per cent rate would increase prices of medicines sold, counterprescribed or supplied against veterinary prescriptions. The Committee recommended to Council that while it would seem unrealistic to expect any medicine to be exempt from VAT simply because a pharmacist might advise its use, there was a possibility that VAT exemption could be secured for products which were counterprescribed by a pharmacist and for which a record of supply was kept.

Clarification on VAT accounting

HM Customs and Excise have confirmed that, under the law as it stands, it is open to a retailer using the standard definition of gross takings to account for VAT in the normal way on some of his sales, provided he can meet the normal VAT accounting requirements for those individual sales. The confirmation is given in a letter to Mr T. P. Astill, deputy secretary, National Pharmaceutical Association.

If a retailer using the standard definition of gross takings possesses the necessary records enabling him to account for VAT in the normal way on goods or services which he supplied on credit terms before June 18, but invoiced on or after that date, it would be open to him to account for VAT at the old rate on those supplies. However C&E points out that the advantages (eg automatic bad debt relief) which attach to the standard definition of gross takings would not apply to transactions for which he chooses to account in the normal VAT way. Such transactions must also be excluded from the retail scheme calculations—in some cases on the input as well as on the output side. The provisions of paragraph 28 of Notice 727 still apply and a retailer who wishes to cease using any special scheme altogether, will normally be expected to do so at the end of his VAT year.

Warning to VAT exploiters

The Department of Trade is considering proposals to ensure that shoppers are not misled about the amount of VAT included in the selling price of goods. Mrs Sally Oppenheim, Minister for Consumer Affairs, said in a Commons written answer, last week, she was aware of considerable public concern that some traders were taking advantage of VAT changes to make unrelated increases. She warned that those traders who had mis-

represented the price increase necessary to cover the increase in VAT could be prosecuted under the Trade Descriptions Act. "I would urge consumers who have special examples of unscrupulous traders who cheat in this way, to let their local Trading Standards Departments have full

Society to consider Nepenthe death

The Pharmaceutical Society's Council is to consider at its next meeting a pharmacist's involvement in the dispensing of a prescription for Nepenthe: the prescribing doctor appeared before the General Medical Council disciplinary committee last week following the death of a four-year-old child.

The pharmacist dispensed 2.5ml of Nepenthe—the correct dosage is 0.3ml—on the prescription of Dr Roland Fakes, who was cleared of serious professional misconduct by the committee.

The committee found three of the five allegations in the charge against Dr Fakes proved. But committee chairman, Sir Robert Wright, said these were insufficient to substantiate the charge of serious professional misconduct.

The three charges proved related to allegations that Dr Fakes had attempted to "cover up" an alteration on a prescription he had written for the morphine-based Nepenthe.

The committee found that Dr Fakes had recovered the prescription from the pharmacist and that he failed to produce the prescription to the West Cumbria coroner and returned it to the pharmacist, from whom he also recovered the stock bottle of Nepenthe.

But the committee found the two central allegations of the case against the doctor not proved. The first was that he prescribed 2.5ml of Nepenthe instead of 0.3ml—without either visiting or examining the child or establishing the correct dosage. The second was that he altered the prescription by changing the figure from 2.5 to 5. The charge was brought following complaints by Mr and Mrs George Blackman, of Seaton, West Cumbria, after the death of their daughter, Nicola in July 1977.

Their counsel, Mrs Margaret Puxon, had alleged Dr Fakes prescribed a massive overdose and then tried to cover up his mistake. The dose prescribed, she said, was more than eight times the normal dosage. Its concentration had been further strengthened by evaporation from the chemist's nine-year-old stock bottle.

Mrs Puxon alleged Dr Fakes had forged the prescription by altering it after he knew of Nicola's death. But Dr Fakes' counsel, Mr Adrian Whitfield, told the committee: "If that was the work of a forger trying to conceal an overdose, why did he substitute the

details", she said. She added, however, that she was sure there were a larger number of traders who had absorbed VAT increases without raising prices.

Charges revenue

The revenue from the 45p prescription charge should produce £57 million in a full year in England, Dr Gerard Vaughan, Minister for Health, said in reply to Mr Roland Moyle, MP. The revenue from the 20p charge was £25m in 1978, he said in a Commons written answer.

larger figure?" Mr Whitfield said: "If there had been a forgery and a subsequent cover-up, Dr Fakes would have pushed that alteration under the coroner's nose".

Dr Fakes told the committee when Nicolas's mother rang to ask his advice, he was not asked to visit the child. He decided to prescribe Nepenthe. "I called (the pharmacist). I recall asking him about Nepenthe and writing out some figures over the telephone. I didn't know what the correct dosage was".

Dr Fakes then said he wrote down 2.5ml. He admitted altering the prescription, but said that he had done this while on the telephone to the pharmacist, and denied changing the prescription after Nicola's death.

Dr Fakes said he went to the chemists to get back the prescription because he wanted the West Cumbrian coroner, Mr Hilbert Gough, to be "in possession of all the facts". He added: "I realised something very serious had gone wrong". He had retrieved the prescription to check the amount of morphia he had prescribed.

Dr Fakes said he only administered Nepenthe, which he admitted prescribing only once before, because he believed Panadol or paracetamol would have had "not the slightest impact". He added: "I thought the pain was too severe to be dealt with by anything other than Nepenthe".

A legal representative of Mr and Mrs Blackman said last weekend they had accepted a £2,000 out-of-court settlement in a claim for damages. They had started civil proceedings through the county court against Dr Fakes, the dispensing chemist and Evans Medical Ltd of Liverpool, who supplied the drug.

Mr and Mrs Blackman's solicitor said a complaint had been made to the Pharmaceutical Society about the dispensing chemist. This had been deferred until the civil claim was settled.

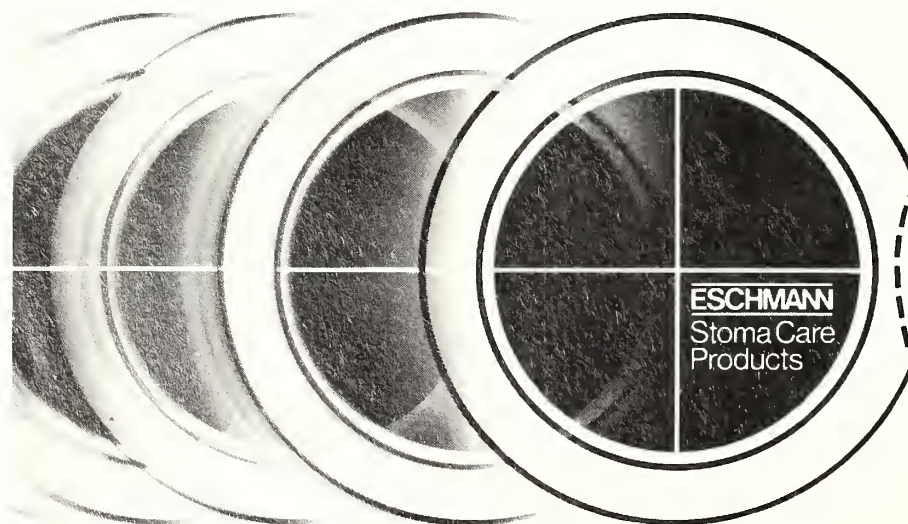
C&D reported on November 5, 1977, following the inquest, that the pharmacist had said he diluted 2.5ml Nepenthe to 5ml with syrup, but having told the doctor over the telephone the constituents of Nepenthe, he did not himself check that the 2.5ml would contain 2mg morphine.

The coroner advised manufacturers to warn chemists to check the strength of Nepenthe in stock for some time.

Eschmann Stomacare doesn't stop...

from the operating theatre
into the home and throughout life
with professional advice,
trouble-free dispensing,
satisfied customers.

Find out why
Eschmann
Stomacare pays



To: Eschmann
Bros & Walsh Ltd.,
Peter Road, Lancing,
West Sussex BN15 8JT, England.
Telephone: Lancing 62291.

Name

Company

Address

C.D.3

Mr David Bailey, managing director, Rockware Group Ltd, has been appointed president of the *Fédération Européenne du Verre Emballage*. This is the body which represents the interests of manufacturers of glass containers within the European Community.

Mr Barrie Haigh, MPS, managing director of Kirby Pharmaceuticals Ltd has announced his resignation following the acquisition of the company by Schering-Plough Corporation. Mr Haigh who has been with Kirby for 15 months is setting up his own company, Execuquest Ltd. This will offer executive search and product and company acquisition services exclusively to the health care industries and a marketing consultancy will also be included within the business. Execuquest will operate from 40 Hobson Street, Cambridge as from August 20.

Mr Bill Whatley has succeeded Lord Allen as general secretary of the Union of Shop, Distributive and Allied Workers. Mr Whatley had been USDAW's chief organising officer since August 1976, responsible for co-ordinating national recruitment campaigns and for relations with other British trades unions. During this period, the membership grew from 400,000 to 460,000. Mr Whatley has been a spokesman for the union at the TUC and has negotiated with leading retail multiple employers to obtain trades union facilities and recognition agreements in firms where USDAW has expanded.

Deaths

Mullin: Suddenly on June 24, Mr Walter Browne Mullin of Crossgar, Ulster. Mr Mullin served his apprenticeship with Edwards of Shaftesbury Square, Belfast, and registered in 1930. He conducted his own business in Crossgar for the past 48 years. He was married with two daughters and two sons, one of whom is a pharmacist in New Zealand.

News in brief

- Polythene occlusive dressings are included in July revision of prices to the Scottish Drug Tariff.
- "Worldwide in surfactants," a new brochure from Albright & Wilson, describes their full range of surface-active agents, including anionic, cationic, non-ionic and amphoteric surfactants. It is issued by *Albright & Wilson Ltd, 1 Knightsbridge Green, London SW1*.

At the time of going to press we understand that some *C&D* subscribers had still not received their July Price List. The list was posted in Colchester, Essex, on Friday, June 29 and Monday, July 2 and we have received no indication from the Post Office of any particular delay. We can only suggest subscribers contact their local Post Master in the event of non-delivery.

by Xrayser

Title control lost?

The cat is out of the bag. Let out quietly, as near inaudibly as is possible when you consider that the matter *had* to be published. You will have to refer to page 13 of July 7 *Pharmaceutical Journal*, to the article headed unbelievably "Settlement agreed," for details . . . because the news that the Society has had to come to agreement with Unichem over a restricted title, was not apparently passed to *C&D*. Not surprising when you realise that our Council, which had eagerly "accepted the challenge" and "would not be held over a barrel", has been forced to concede that in law the restriction of the title "chemist," when used to advertise non-professional services is a non-runner.

In my opinion, this disastrous and unnecessary trial of strength was brought about by the lack of sensitivity of our leaders and advisers at Lambeth, and frankly I think those responsible should reconsider how well they represent us when they seem so out of touch with the needs of their members in the present commercial climate.

It gives no pleasure to say "I told you so," since I am as badly hurt as the rest of us. We are no longer the self-governing body we were because a few proud men had to have their way, even though a simple democratic method of solving the problem was theirs for the taking.

As for Unichem? I think the members and pharmacist directors should be asking themselves where exactly they are taking us. Not only is their atomic mushroom progress affecting the viability of some smaller wholesale units, but the fall-out has now caused the profession to lose some of its autonomy. The price for this sort of progress is unacceptably high. Think about it.

New profit schemes

I don't know how our RPM correspondent, Mr Mulholland of Graham Tatford, is going to manage. Nor have I quite worked out what I shall do, for this week has seen three visits from various wholesalers outlining new deals designed ostensibly to give me more (transitory) profits, but in reality to help keep the firms in business by making me give them each virtually the whole of my quite small business. I don't know what to do, for at present I get excellent service from three regular firms, but if I join any one of the schemes offered, the other two will have to be content with less than half the present level of business from me, so that I can pick up an extra 5 per cent discount from the company of my choice. I'll have to find £2,000-£3,000 a month earlier than usual, and must assume the two reduced accounts will continue to give me their present easy terms.

The Government, when once this polarisation is established, will average out our discounts, so that if, as I am tempted, I choose not to join any "new deal" but continue to take my credits, and the good service I get, I shall be penalised. I suppose we will all have to adjust to the new rules in the market place, even when they are so plainly against our best interests. The culprits of course, are not the wholesalers (no, not even the maligned Mr Dodd who has been applied cool business logic to a given situation) but the manufacturers, who with little to lose see no point in fighting to maintain RPM for the benefit of either wholesale or retail services.

□ Beauty therapy students in their final year at the department of hairdressing and beauty therapy at the Abraham Moss Centre, Manchester, competed recently for prizes awarded by Colgate-Palmolive and Helena Rubinstein.

□ The Cash and Carry Year Book 1979, together with a new buyer's guide, has been published. The book listing over 600 outlets within the UK is available (£4.95) from: Cash & Carry Publishing Services, Diplomatic House, 12-18 High Road, London N2 9PH.

□ The case of a pharmacist found guilty of manslaughter is among those to be heard at the next meeting of the Statutory Committee of the Pharmaceutical Society. Others to be heard at the meeting, to be held on July 18-20 include a superintendent of a body corporate carrying on a retail pharmacy business which has been convicted of an offence under the Control of Pollution Act 1974 and a superintendent of a body corporate convicted of receiving stolen property.

COUNTERPOINTS

Dixcel go 'bulky' with a flowery imprint

British Tissues with the launch of their 280 sheet roll claim new Dixcel as "the bulkiest look" toilet roll to be seen on any retailer's shelf. New Dixcel (twin pack, £0.29½) has a diameter of 4.5 in per roll compared with a typical 280 sheet count product at 4.2 in and most 240 sheet rolls at 3.9 in. The increased roll size is one result of an exclusive product innovation; the paper is patterned to give an all-over floral imprint. This development has meant a capital investment of new machinery installed at the company's Bridgend mill. The pattern imprint emphasises the soft bulkiness of the paper, at the same time an increase in weight of paper gives it additional thickness and strength.

The packaging has been designed with a theme repeating the floral pattern and to reflect a quality image. Six colours are available, deep shades of blue, green, pink, yellow, lilac and also white. The launch is backed by an initial £450,000 television campaign. *British Tissues Ltd, 101 Whitby Road, Slough, Berks.*

Amisol for hard and soft lenses

The Amisol range of contact lens solutions, now being distributed by Abatron Ltd, includes four products which can be used with both soft and hard lenses. Amiclean gel (15ml, £2.04) and cleaning solution (60ml, £2.39; 10ml, £1.03), Amilis (20ml, £1.38) wetting, lubricating and comfort solution, and Ami-10 (200ml, £2.73; 40ml, £1.03) disinfecting and soaking solution. Each contains one or more of the following four compounds—phenyl mercuric nitrate, chlorhexidine gluconate, thiomersal and EDTA.

Also available are Amiclair tablets (12, £2.73; 24, £3.77) containing EDTA and three specific enzymes to remove protein, lipids and mucus; Amiclair-O (200ml, £1.23) distilled water for use with Amiclair tablets; and Amidose (12×30ml, £2.18) individual doses of unpreserved saline for rinsing lenses or disinfecting by heat. *Distributors Abatron Ltd, 12A Churchyard, Hitchin, Herts.*

Money off Dr White's

Lilia White are promoting Dr White's 10s sizes 1 and 2 with all bags flashed "6p off next purchase—coupon inside this pack". An insert leaflet with coupon will enable the consumer to redeem this with her next purchase of Dr White's. Stocks are available until August 3, and coupons valid until December 31, 1980. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*



Games offer

Johnson & Johnson are launching a new point-of-sale unit featuring a special Band-aid on-pack offer of free boxed games for children. A choice of ludo, dominoes, Chinese chequers, snakes and ladders and tiddleywinks is offered in return for two application forms from large-size packs of Band-aid washproof or clear plasters, or three application forms from medium-size packs.

The pre-pack unit contains 12 washproof large packs and 16 clear medium packs, together with back-up standard packs of dressing strips and wallets, and is colourfully designed for strong on-counter impact. The unit will be available to the trade in August in time for peak summer holiday purchase. *Johnson & Johnson Ltd, Slough, Berks SL1 4EA.*

Steradent price

The incorrect price was given last week (C&D, July 7, p13) for the new low pH denture cleaning tablets, Steradent Deep Clean. The retail price will be £0.53, not £0.49½ as stated.

PRESCRIPTION SPECIALITIES

ABBOKINASE injection

Manufacturer Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL

Description 10ml vials containing 250,000iu of a highly purified, sterile, lyophilised formulation of urokinase obtained from cultures of human kidney cells. When reconstituted with 5.2ml distilled water, each ml of isotonic solution contains 50,000iu urokinase, 5mg mannitol and 9mg sodium chloride

Indications As a thrombolytic agent in pulmonary embolism

Dosage By intravenous, continuous

infusion, usually for 12 hours. Loading dose 4,400iu per kg bodyweight over 10 minutes. Constant infusion does 4,400iu per kg per hour. See literature from manufacturers.

Contraindications Recent (within three days) haemorrhage; any haemorrhagic tendency; severe hypertension; during cardiopulmonary resuscitation; pregnancy

Precautions Epsilonaminocaproic acid should be available as an antidote, if necessary, when high doses are being used. Care should be taken post-partum for one month and after recent surgery (within three days). Concurrent anticoagulant therapy should be given cautiously. When there is history of drugs hypersensitivity, corticosteroids, adrenaline, etc, should be readily available. Monitoring of fibrinolytic activity and plasminogen levels is desirable

Side effects Haemorrhage, usually associated with too high a dosage. Mild temperature increases have been observed

Storage Powder should be stored at 2-8°C. Reconstituted solution should be used immediately after mixing and secondary dilution

Dispensing diluent After reconstitution, normal saline solution

Packs 2 vials of 250,000iu each (£199.50 trade)

Supply restrictions Prescription Only. Hospitals only

Issued July 1979

TEARS NATURALE

Manufacturer Alcon Laboratories Ltd (UK) Ltd, Ophthalmic division, PO Box 187, Imperial Way, Watford, Herts.

Description Clear, colourless, sterile solution containing dextran 70 0.1 per cent and hypromellose 0.3 per cent, preserved with benzalkonium chloride 0.01 per cent and disodium edetate 0.05 per cent.

Indications Use as an artificial tear and lubricant in the relief of dry eye syndromes associated with deficient tear secretion or deficient mucous.

Contraindications As it contains benzalkonium chloride should not be used when soft contact lenses are worn

Method of use One or two drops to be instilled in eyes as often as required to relieve eye irritation symptoms

Precautions If irritation persists, to be discontinued

Storage Contents to be discarded one month after opening

Packs 15ml dropper bottle (£1.60 trade)

Supply restrictions Pharmacy only

Issued July 1979

**Recognise the body?
Wait 'til you see the face!**



Three major product relaunches from Cussons



As part of the continuing impetus behind their products, old and new, Cussons are relaunching cold cream soap (4oz £0.16). In doing so the company says that they are eschewing advertising and below-the-line consumer promotions and going for a "square deal" platform that emphasises the product's quality and value-for-money.

The relaunched soap is described as a hard, long-lasting product giving a smooth creamy lather as a result of the cold cream ingredient, also included are lanolin, natural beeswax and white mineral baby oil. Additionally it has a clean, light fragrance of English and oriental flowers and a brighter white colour. The product, which has been on test market in the Midlands and Anglia television regions since June 1978, has also been repackaged.

The company are also relaunching their baby talcum powder (100g £0.31, 250g £0.57 and 450g £0.83) with a look which they believe is more in keeping with current and future trends in consumer needs. The old style tins have

been dropped in favour of high density polythene packs with an unusual shape incorporating a waisted configuration making them easier to hold. The body of the pack is blue with a pink floral motif, and dark blue and white lettering. The powder is a fine sterilised talc with a subtle fragrance and contains chlorhexidine.

Cussons are unsurprised to find that a significant quantity of baby talc is being used by adults, the rationale being that a product developed for the sensitive skin of a baby must be suitable for the rest of the family. Therefore in relaunching the product Cussons will be promoting it for use both by women and for babies. An advertising campaign in selected baby and women's interest publications has been planned for the autumn.

The third product which Cussons are relaunching is Racasan Blue Flush (£0.44, refill £0.39). The flush colourant market has been growing quite significantly (4.5 million units in 1974 to 10.1 million units in 1978) and the company feels it is time to strengthen its share. The relaunched product, developed after much research, contains a non-ionic detergent that is said to help slow down the deposit of soil and also produces a foam which remains in the toilet bowl for up to half an hour. The pot-type container has been redesigned and releases a measured amount of the product at each flush. The packaging has been updated.

A television campaign for Blue Flush starts in the autumn and the initial burst will last four weeks and cost £100,000. There will be another similar burst in December. There will also be a 5p off coupon drop and extensive in-store point of sale material. *Cussons Sons & Co, Kersal Vale, Manchester.*

National poster campaign for Durex

LRC Products have again chosen posters for Durex, with a new campaign begun July 1. The one-month campaign focuses on the company's sports sponsorship, featuring the Formula 1 racing car on 48-sheet posters and the motorbike speedway on four-sheet. Both carry the copyline, "Crowd stopper".

Mike Broadbridge, group product manager for LRC Products says, "Since posters were so successful before, we have decided to use the outdoor medium again. Our long-term objective is to normalise and modernise the Durex name. By using a very public advertising medium, as we did so successfully for the 'small family car' poster campaign we shall also increase social acceptance of contraceptive advertising. Creatively, both campaigns have presented the Durex name in a tasteful context, which has proved to be most acceptable to the public." *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9.*

Three from Revlon

Revlon have introduced Touch & Glow creme-on blusher (£2.60) which is said to have a waterproof formula and will not streak. It has a sponge tip applicator with which to stroke colour directly onto the cheeks and comes in a pencil size clear vial in five shades—warm pink, sun copper, soft brick, quiet plum and earthy brown.

Another range of waterproof products for summer wear is the Colourfast eye-shadows (£1.95). These are available in eight shades and are also said to protect and moisturise the delicate eye area during wear.

Also recently introduced by Revlon is the range of Living Lipsticks (£2.15). Eight shades designed says the company for women who require both colour and staying power from their lipstick. It is described as the longest lasting lipstick in the Revlon range. *Revlon International, 86 Brook Street, London W1.*

Autumn shades from Yardley

Yardley tell us that the autumn fashion shades will be "classically chic city-slickers", indeed they call them the new city classics—"colours that evoke the pace of city living, that are neon blazing and traffic stopping." Matching lipstick (£1.30) and nail enamel (£1.10) colours in the Sheer Magic range are red hot red and ruby reflection and vermilion fire is the latest colour in the Suki Pearl lipstick (£1.10) and pearl nail enamel (£1.10) range.

New shades of pearly powders eye-shadow (£1.25) are roof garden and mink. These colours are mixed in two new eyeshadow duet packs (£1.40), one with pink dusk and mink, the other with city

haze and roof garden. These shades will be available for sale from the end of September. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

Fuji holidays

Fuji are offering a summer consumer competition with first prize, a 10-day holiday in Japan. There are 10 second prizes of Fujica Flash S 35mm compacts with built-in flash and 100 runner up prizes of a 36 exposure roll of Fujicolor F11 400 film. Customers have to spot the differences between two pictures and write a slogan. Entry forms and display material including dispensers and door stickers will be sent to each Fuji stockist and the competition will run to September 30 advertised in the national Press. *Fujimex Ltd, Hamimex (UK), Faraday Road, Swindon, Wilts.*

Wella campaign in the Press

A "massive" campaign in women's magazines for Wella conditioners and cream rinses will start the end of August and run until the end of the year. Double page full-colour advertisements will appear in *Woman's Own*, *Over 21*, *Cosmopolitan*, *She*, *Honey*, *19*, *Mother*, *Vogue*, *Women's Journal*, *Look Now*, *Successful Slimming* and *Women's World*. *Wella Great Britain Ltd, Wella Road, Basingstoke, Hants.*

**The new face of Steradent
~as bright, as confident,
as impactful as our advertising.**



Bristol-Myers relaunch Clairol's Nice 'N Easy

Clairol are relaunching their hair colourant, Nice 'N Easy. The brand has been repackaged and Clairol are supporting the relaunch with new display material, including pre-pack units containing 18 and 36 packs; in-pack information for consumers giving them the opportunity to write in for a coupon worth 50p off their next purchase and a consumer competition in the July issue of *Woman's World*, with prizes worth £3,500.

A national television campaign worth £280,000 featuring the new packs will commence in August. Support for the whole Clairol range includes a "new look" competition and money-off coupons in magazines such as *Slimming*, *Cosmopolitan* and *Woman's Journal*. Bristol-Myers Co Ltd, Station Road, Langley, Slough.

Rimmel news

Latest eye preparations from Rimmel include eight shades of creamy powder eye shadow (£0.66) in blue Nile, Dresden blue, jungle green, green chiffon, white velvet, nude shimmer, ginger snap and soft slate; six special formula eye shadow cremes (£0.66) in mink, hazelnut, meringue, lagoon, peacock and willow; and two creamy kohl liners (£0.62) in black or brown.

Also available now is creamy powder make up (£0.68) in naturally fair, peaches and cream, really beige, sweet biscuit and touch of honey. New colours from Rimmel include black tulip creamy lipstick and nail lacquer, coffee shimmer in shimmer lip colour and pearlised nail lacquer, punch sorbet in moisturised lipstick and frosted opal nail lacquer, magnolia in pearl hard guard nail lacquer, summer wine lip liner pencil and coffee frost in translucent blush.

Rimmel products are being promoted in double page spread advertisements in a variety of magazines which are estimated to be read by over 91 per cent of the women and girls in Great Britain. Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE.

Andrex pack design improved

A newly designed wrapper for Andrex is being phased into shops. The Andrex wrapper was last changed in 1972 when the bigger roll "at no extra cost" was introduced. It is an improvement rather than a radical change, based on the results of consumer reactions, says the company.

The major changes are to the floral pattern with the new design being softer,



emphasising one of the three main qualities claimed for Andrex. At the same time, the lettering style has been made clearer, reinforcing the identity of Andrex. Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.

Holiday offers from Numark

Numark's July national promotion (in store July 9 to 21) features a wide selection of national brands, all appropriate to the family holiday season. Due to the large number of products offered on the consumer advertised list, the supplementary list has been shortened.

The July Superbuy is Sunsilk hair-spray. Items on promotion include Sure antiperspirant, Sure roll-on and refill, Curly Snugglers, Carefree Panty Shields, Panty Pads press on towels, white label Heinz baby food cans, yellow label Heinz baby food cans, Heinz baby food minicans, Milupa infant food and Milupa infant food savouries, Milumil, Andrex, Elastoplast Airstrip and fabric, Sunsilk hairspray and Sunsilk shampoo, Alberto Balsam conditioner, Oral B30 toothbrush, Oral B40 toothbrush, Oral B60 toothbrush, Scholl antibacterial deodorizers, and Gillette disposable razor.

The promotional selling price of Nusoft baby powder is £0.52, and £0.30



for Nusoft cotton buds. Optional extras include Diocalm, Eno Fruit Salt, Kwells, Angiers junior aspirin, and Savlon anti-septic cream. The usual range of other promotional lines will be available from Numark wholesalers on a local basis.

This promotion will be advertised in the *Mirror*, *Sun*, *Sunday Post* and *Daily Record*, and the Superbuy will feature in solus advertising in the *TV Times*. ICML, 51 Boreham Road, Warminster, Wilts.

Sunsilk summer sales spectacular

Sales of Sunsilk deep action conditioner, launched by Elida Gibbs in 1977, have increased by 34 per cent during the five months to the end of May over the same period last year and now the introduction of a 20p sample tube is expected to boost sales even further. The 20p sample size will be available for the current promotional period only, co-inciding with an aggressive price-mark pack promotion across most of the Sunsilk range. Savings varying from 27 per cent to 37 per cent are being made to Sunsilk setting lotion, shampoo and blow and style lotion, as well as to the 100ml and 200ml sizes of Sunsilk deep action conditioner.

"Despite the problems which hit all manufacturers early in the year our first view of 1979 is also encouraging," says brand manager Robert Field. "We are continuing to give massive support to the range and our advertising expenditure this year will be £1.4 million split between the five products in the range." Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.

Rationalised Redoxon

Redoxon tablet packs have been rationalised so that 25mg x 50 have been discontinued and replaced by 25mg x 200 (trade £0.36) and 500mg x 100 have been replaced by 500mg x 50 (trade £0.58). Roche say no returns of the replaced packs will be accepted and stock should be sold out in the usual way. Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.

OTC halibut oil

Approved Prescription Services have introduced an over-the-counter pack of 80 Halibut liver oil capsules. There are 12 to an outer (trade £3.25). Approved Prescription Services Ltd, Whitcliffe House, Whitcliffe Road, Cleckheaton, West Yorks.

Now meet a total stranger with a great new future.

*cleans
in 10 minutes -
even the most
stubborn stains*



- * A great new addition to the Steradent range.
- * The culmination of 20 years research and development to find a more effective cleaner, a low pH tablet.
- * Introduced by the biggest ever launch for a denture cleaner (£400,000 in the first 4 months).
- * Research shows 54% of denture wearers would definitely buy it.
- * 70 million 5p off coupons in national press and magazines will boost trial.
- * Free sampling all over the country.
- * Designed to make the denture cleaning market even bigger.

LRC Products feel that the time is right

The time is right for more aggressive promotion of baby products, according to LRC Products and so they are planning major activity during the summer months. Retailers have seen their sales fall as births declined, but last year there was an increase in the number of births in England and Wales for the first time in seven years according to figures released by the Office of Population Census and Surveys. LRC intend to help retailers take advantage of this growth in the number of live births.

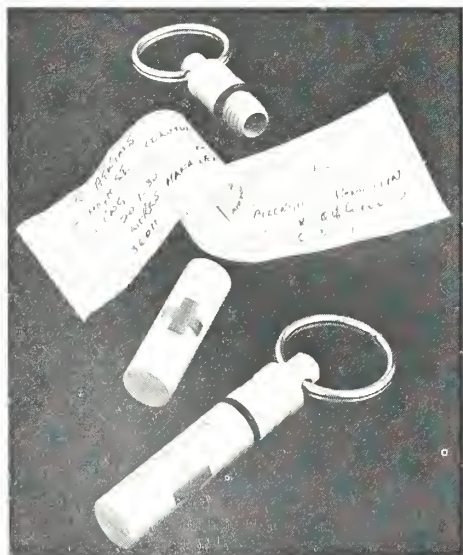
The first LRC brand to receive support is Marigold Snappies, the snap-on pants which are said to have a 25 per cent sterling share of the snap-on sector of the baby pants market. Snappies have been repackaged to give them a more modern look. The individual packs feature a baby graphic illustration and are printed in attractive, warm colours; the baby design is repeated on the display outers to give them greater impact on shelf. The outers have a fold-back top which forms a display card and a full description is printed on the side.

Another of LRC's range of baby products to be promoted is Woodward's. An advertising campaign for the Woodward's range, including gripe water,



diarrhoea mixture and teething balm, will start in June in the mother and baby Press and *Woman* and *Woman's Own*. The company has allocated £50,000 for baby products. The 100g jar of Woodward's baby cream, which was repackaged in October 1978, is said to have increased its volume sales by 134 per cent last year over the previous twelve months. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*

Medi-gen carries personal details



A. L. Simpkin & Co have acquired the sole, world-wide distribution rights of a new product for carrying personal identity and medical information. Medi-gen is an aluminium tube, just under 6cm long, which unscrews to hold a roll of paper with space for all relevant details of the holder.

It is light, complete with a split ring

for attaching to car keys, belt or handbag, and is clearly marked with a cross for instant recognition by police, ambulance crews and rescue workers.

Medi-gen containers have already been marketed on a limited basis and have found acceptance among motorists and other travellers, the elderly, and outdoor groups, as well as those with essential medical requirements. Skin-packed on display cards in fifteens and in singles on blister cards, they are expected to retail at about £1.35. *A. L. Simpkin & Co Ltd, marketing division, Hunter Road, Sheffield S6 4LD.*

Spicy notes from Monsieur Carven

Shulton have added Monsieur Carven to their range of fragrances from the House of Carven. This House has a long history of "green" fragrances but Monsieur Carven is a deviation from this theme to a warm and spicy fragrance, its top notes are oak moss, sandalwood and cist. The range consists of after shave (60ml £5.85, 120ml £8.52), eau de toilette (50ml £6.92, 120ml £10.65 and 90ml "vapo" spray £11.72), shave foam (165g £4.26), deodorant (165g £4.80) and soap (100g £2.66). *Shulton (Great Britain) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW.*

Bronnley hand and body lotion

Honey and honeysuckle, honey and bluebell, and honey and wild rose are the three fragrances chosen by Bronnley for their new honey hand and body lotion and matching honey bath foam.

Designed to complement the company's honey and beeswax natural soaps, real honey and real beeswax have been combined in an exclusive Bronnley formula to produce a highly enriched new hand and body lotion (200ml £1.85).

Beeswax is not included in the matching bath foam (£2.10) but this new bath additive also contains real honey together with a new skin conditioner. Both honey hand lotion and honey bath foam are available in honeycomb patterned bottles with a bee-top for easy identification. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

Picture Robinsons

The joint photographic competition organised annually at point-of-sale by Robinson's baby foods and Kodak, reverts this year to its original theme of finding a really happy baby. Amateur photographers are asked to send in colour prints or transparencies of happy babies, aged one year or under on September 30, 1979.

The first prize includes a portrait photograph of the winning baby by Peter Grugeon, one of the leading Royal photographers, as well as Kodak photographic equipment or materials to a suggested retail value of £150 and £75 in cash. Four runners-up will each receive a Kodak Ektra 22 camera outfit and £25 in cash and there are 25 consolation prizes of photograph albums. All the winners will receive a supply of Robinson's baby food and there will be a special prize of £20 to the winner if the winning photograph is printed on Kodak paper. The closing date for entries is September 30, 1979 and all the entries must be accompanied by four packet tops from any of Robinson's baby foods or baby cereals. *Reckitt & Colman Products Ltd, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Little bathe

Kitty Little has introduced certain bath products to her range of "natural" products. Now available are bath oil (£4.95) and bath foam (£2.75), body oil (£5.25) and body lotion (£2.75).

Also new to the Kitty Little range are three complexion soaps—lavender and oatmeal, verbena and glycerine and elderflower, honey and buttermilk (all £1.75). *Kitty Little Ltd, 51 Shropshire Street, Market Drayton, Shropshire TF9 3EA.*

Making sure of leadership in every category. Injecting new life into liquid denture cleaners. Another new face.

* New packaging, clear branding,
new meaningful name to take
advantage of enormous Steradent
sales activity.

* Unique newly designed integral
brush provides special selling
advantage plus safety assurance.

* Research shows 21% of denture
wearers would definitely buy it.



COUNTERPOINTS

Dana relaunch Canoe as part of international move

Dana are relaunching Canoe, their range of toiletries for men, and are introducing several new product items to the British market. The Canoe collection, to be launched in September in time for the Christmas market, will comprise a six item range, including Canoe roll-on antiperspirant (3oz £2), Canoe deodorant stick (2.75oz £2.50), Canoe eau de cologne in four, eight and 16oz sizes (£4.50, £8 and £14), and a 5oz sculptured Canoe soap on a rope (£3.20).

In addition, Dana are packaging Canoe eau de cologne and Canoe after shave with today's active sportsmen in mind. In specially designed Sportravel packs, these fragrance products will come in 3oz size unbreakable plastic bottles (£3.50 and £3.20 respectively) which echo the shape of the Canoe eau de cologne clear glass bottle. Packaged in a rich blue and white combination, the entire Canoe range of products carries the five flag emblem which spells out the word Canoe in International Maritime Code. *Dana Perfumes Ltd, 7 Conduit Street London.*

Additions to Madden lens solutions

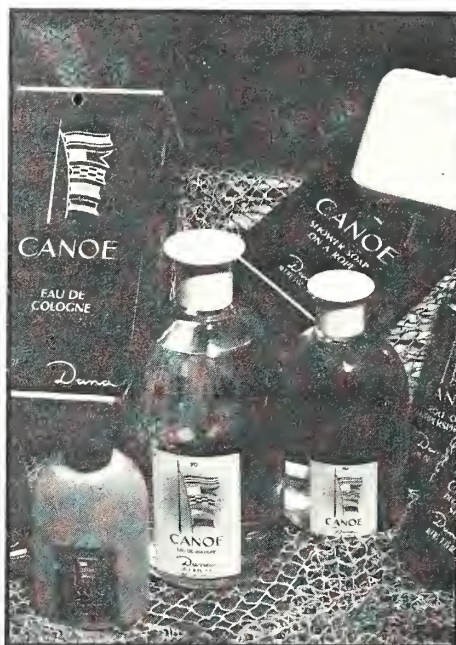
Madden Contact Lenses Ltd are now distributing the ICN Pharmaceuticals (optical division) range of contact lens solutions.

ICN Unicare for soft lenses is a sterile, all-in-one solution for cleaning, insertion, storing and disinfecting and contains thiomersal, EDTA, poloxamer and sodium borate (240ml, £3.91; 25ml, £0.86). ICN Eye Fresh is used for insertion, thermal disinfection and storing soft lenses. It is a sterile, isotonic, buffered solution of sodium chloride, disodium edetate and thiomersal (240ml, £1.72½). Carriage will be charged extra.

An introductory offer of six bottles as five is available until August 31. Between August 1 and September 30 there will be bonus offers on the Contactasol Solar range and Burton Parsons' soft lens solutions. *Madden Contact Lenses Ltd, St Leonards-on-Sea, East Sussex.*

Carded For Nails

In order to overcome problems of lack of product visibility in chemists, Fulford Williams (International) Ltd are introducing new carded packs for two of the most popular lines in their Just For Nails by Cutipen nail care range. The products, Lanolised Cuticle Remover and Vitaminised Nail Cream, will be mounted on cards bearing the house colours of black, silver and red and which can be easily displayed on a stand.



Ian Campbell, UK managing director, says: "We decided to mount these two particular products on cards because they are the biggest sellers in the range and constantly in demand but all too often we feel the customer cannot readily see them. By repacking them onto eye-catching cards, we expect sales to increase tremendously". *Fulford Williams (Int) Co. Ltd, Cornwall Road, Hatch End, Pinner.*

Support for Teeda from Kirby

As part of a continuous programme to promote its OTC products Kirby Pharmaceuticals have planned a further advertising investment of £21,000 to support Teeda hair straightener. The campaign, said to be aimed at the fashion conscious woman, is being launched in women's magazines in August and will run until the end of the year.

In detail, four half-page full-colour insertions will be taken in *Cosmopolitan*, *19*, *Honey*, *Woman's World* and *Look Now*. The advertisements show a young woman trapped behind bars with her existing image; "she requires Teeda hair straightener to set her free."

In parallel with the campaign, Teeda has been repackaged to present a livelier, younger image and have greater impact on-shelf. In addition, the product now comprises a tube of straightening cream and a bottle of neutraliser solution instead of the former jar and two sachets. Thus Teeda is now said to be easier to use. *Kirby Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.*

Braun display lady shaver

Braun UK are backing the launch of their new lady shaver—the Lady Braun Elegance with a major television and Press advertising campaign worth over £250,000. The commercial uses the theme of a naked female body to emphasise the importance of having two separate shaver heads—one for underarms, one for legs and it is expected that it will be seen by 80 per cent of all women at least five times. Press advertising in women's interest magazines including *Cosmopolitan*, *Company*, *Honey*, *Look Now*, *19*, *True Story*, *Over 21*, *She*, *True Romances* and *Women's Story* will back up the commercial, together with "advertorial" in *Company* and consumer competitions in selected magazines.

Braun have also introduced a point-of-sale display card showing stills from the commercial and containing a leaflet dispenser. *Braun Electric (UK) Ltd, Sunbury-on-Thames, Middlesex.*

Monteil after sun

Germaine Monteil are adding an after sun lotion (£3.50) to their sun wear collection. *Germaine Monteil, 33 Old Bond Street, London W1X 4PH.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Agfa motor cameras All areas
Alberto Balsam: Ln, M, Y, Sc, So, NE, We, B, G
Alka Seltzer: All areas
All Clear: All areas
Amplex antiperspirant: M, Lc, Y, NE
Anadin: All areas
Bisodol: E
Clairette: All areas
Cream Silk: All areas
Crest: All except U, E
Denim shampoo: All areas
Flex shampoo & conditioner: Ln
Grecian 2000: Ln, So, WW
Johnson's baby lotion: Ln, WW
Johnson's baby oil: Sc, WW, So, NE, A, We, G
Odor Eaters: All areas
Oil of Ulay: All except E, CI
Orbit: All areas
Pears shampoo: All areas
Pure & Simple: All areas
Signal: All except Sc, So, B
Silvikrin hairspray: All except E
Sure: All areas
Vitapointe: Ln, WW, So, A, We, CI
Wet Ones: All areas
Wondra: Ym, NE
Zest: LM, Lc, Sc, B

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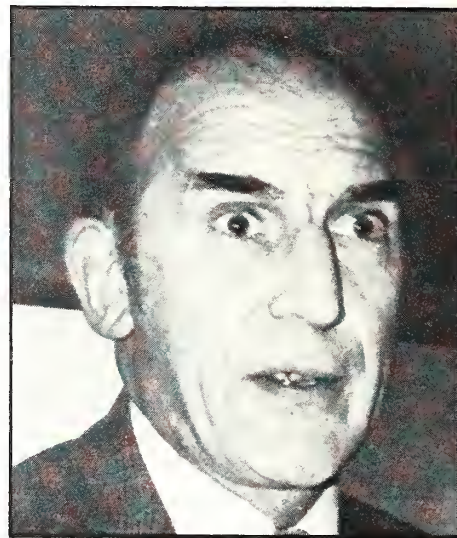
Report recommends a 'closed' zone system

A system of "closed" and "open" zones for the opening of pharmacies in Northern Ireland is one of the main proposals put forward in the "Report on the future pharmaceutical service in Northern Ireland." The report, which is the work of a sub-committee of the Central Pharmaceutical Advisory Committee, refers to the control of distribution of pharmacies in the Isle of Man. Under this scheme registered pharmacists who wish to be included in a pharmaceutical list kept by the Isle of Man Health Services Board apply to a Pharmaceutical List Committee. This committee can refuse any application on the grounds that the pharmaceutical services in the Isle of Man, or the part of the island concerned, are already adequate.

Under the proposed scheme in

Northern Ireland, a similar system would operate, in that no new pharmacy could be opened in a closed zone unless the applicant could show an advantage to the public. The report also suggests that some "inducement" should be given to encourage pharmacists to set up business in uneconomic areas.

The report, as follows, deals first with the background to the pharmaceutical service and its economics, the discussion of the various points and finally, the recommendations made as a result of the discussions. The sub-committee, chaired by Mr J. Kerr FPSNI, met nine times and other members were Mr J. Chambers, MPSNI, Mr T. R. Lowther, MPSNI and Mr T. I. O'Rourke, FPSNI. Mr W. Gorman, secretary of the Pharmaceutical Society of Northern Ireland, was co-opted as a further member.



Mr J. Kerr, chairman of sub-committee

A background to pharmaceutical services in Northern Ireland

Pharmacists' professional responsibilities.

In common with members of other professions pharmacists are required to observe a higher standard of conduct than that required by law. They are subject to a statutory disciplinary committee if they have been shown to have behaved irresponsibly in the sale of medicines even though these activities are within the law. Pharmacists must also avoid business association with doctors which may lead, or give the impression of leading, to the direction of prescriptions from a doctor to a particular pharmacist.

Role in Health Service dispensing. The Secretary of State under the terms of the Health and Personal Social Services (NI) Order 1972 is required to secure the provision of general pharmaceutical services and each Health and Social Services Board is required to make arrangements for the supply of medicines, appliances and dressings to patients receiving general medicinal and dental services.

The Central Services Agency (CSA), on behalf of the Boards, prepares the Pharmaceutical List which includes the names and locations of pharmacies which are under contract for the dispensing of prescriptions under the Health Service. Any pharmacist, partnership or body corporate legally entitled to practise pharmacy may apply for registration of premises under Part IV of the Medicines Act 1968 and once registered may apply to become a chemist contractor. The Board has no power to refuse to enter into a contract with any applicant who has registered premises and who agrees to comply with the normal hours of opening and, where

applicable, with hours of opening outside normal hours on Sunday and public holiday rota schemes.

Role as a community pharmacist. These pharmacists offer services beyond their statutory or professional obligations which enable them to contribute to health care. Such services include advice on self medication and the treatment of minor ailments. The pharmacist is regarded by the public as one of the main sources of advice in relation to the treatment of minor ailments. Properly controlled self-medication will reduce the pressure on the general medical services. Pharmacists also advise patients on the need to seek medical treatment when self-medication is inappropriate.

Other services include health education, prevention of accidental poisoning, delivery of dispensed medicines and an oxygen service.

Economics and effects of change

Method of Health Service remuneration.

Remuneration for Health Service dispensing is composed of the following factors: Drugs etc are paid for at the price laid down in the Drug Tariff or manufacturer's price list as appropriate; a sliding scale oncost payment; dispensing fee; container payment; and prescription coding payment. There is also payment for dispensing "Urgent" prescriptions, rota payment and payment for oxygen therapy service, including a delivery charge. By including a sliding scale of oncost, which operates by making a higher percentage payment for the smaller number of prescriptions dispensed per month, the economics of the smaller pharmacy are improved.

Location of pharmacies. The distribution of pharmacies has arisen out of anticipated local population needs and pharmacies are often located close to general medical practices. Pharmacies have been opened and closed mainly as a result of their economic viability depending on their three main sources of income: Health Service dispensing, community pharmacy practice and general sales.

The viability and survival of pharmacies in areas of low population density have depended to a greater extent on their non-dispensing activities than those in areas of high density. The health centre programme in Northern Ireland began in 1965 and during the intervening years there has been a steady increase in the provision of new centres throughout the Province. At the end of December 1977 there were 60 centres in operation from which 325 general medical practitioners serviced a patient population of about 700,000. About 44 per cent of all general medical practitioners in Northern Ireland work from the centres. Since 1972 there has been an increase of health centres which include a pharmacy. In 1972 there were two, in 1977 there were 9.

One effect of the relocation of medical practitioners has been a corresponding change in the pattern of issue of prescriptions for dispensing and as a result the viability of some pharmacies has been affected. With the relocation of doctors in health centres or in group practices there has been an increase in the amount of dispensing in or adjacent to the centre or practice and a corresponding

Continued on p73

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skin spray

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muscular pain and spasm

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PR representative



Order through your
wholesaler or
PR representative now

Embarrass cause pr

A young man of seventeen enters your shop to buy contraceptives.

(He's never bought them before.)

Feeling embarrassed and shy (wouldn't anyone?) he just cannot bring himself to ask for them.

Unfortunately, he leaves.

Virtually every teenager in Britain finds it impossible to ask for a packet of contraceptives.

And 60% of adult men and women don't like asking for them either.

At Horizon we've been looking at this problem for a number of years.

And today our new Family Planning Centre provides an effective way to overcome this very real problem.

The Centre makes it as easy to buy contraceptives as it is to buy a toothbrush.

People can walk into your shop and make their choice, pay and leave without even saying a word.

The silent salesman holds not only our three contraceptive sheaths (Stimula[®], Tahiti[®] and Conture[®]), but there is ample space for Durex[®] Protectives and related items such as creams and foams.

ment can gnancy.

With a Centre in your shop, your sales of contraceptives will increase and could easily double. There may also be more impulse buying.

More than that, your customers come face to face with the first desirable alternative to come along in years.

For a free Family Planning Display Unit, write to Chefaro, Crown House, London Road, Morden, Surrey SM4 5DZ. Or phone Sue Collyer on (01) 542 3402.

Alternatively you can get in touch with your local Chefaro representative.



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Cow & Gate will soon be bursting onto television screens all over the country to hit home this message:

Cow & Gate are the babyfeeding specialists. Only Cow & Gate make a complete baby food range - supplying all the food a baby needs for its vital first year. And there'll be excellent backup with a heavyweight campaign in consumer baby press - plus promotional support.

Stay well stocked with Cow & Gate and be ready for the big switch that's sure to follow.



The Babyfeeding Specialists

Factors which have affected viability

Continued

reduction in dispensing requirements in the peripheral areas.

As a result of doctors moving into health centres, local pharmaceutical services have been relocated in the following ways:

□ Local pharmacists have formed a consortium and opened a pharmacy in the centre, while at the same time closing some of their original pharmacies.

□ Local pharmacists have formed a consortium and opened a pharmacy in the centre, while at the same time keeping open all their original pharmacies. This increases the overhead costs with no corresponding increase in income from dispensing.

□ Local pharmacists have moved their pharmacies to be nearer to the centre. This has the effect of re-distributing the income from dispensing which affects the viability of peripheral pharmacies.

□ Local pharmacists have opened additional pharmacies near to the centre. This has the effect of reducing the total viability of the services in the area.

□ A pharmacist from outside the area opens an additional pharmacy near to the centre. This has the effect of drawing off the bulk of the dispensing from the local pharmacies, which will be left with a reduced share of the total income.

The inclusion of a pharmacy in a health centre enables close working relationships between the pharmacists and doctors as well as other members of the primary health care team. Urban redevelopment and building of new towns has markedly changed the population density in some areas. This has affected the viability of many local businesses, including the pharmacy.

Commercial activity

Other methods of remuneration. Since it has been impracticable for a pharmacist to sustain an adequate return from dispensing alone, it has been necessary that he should supplement his dispensary activities by a degree of commercial trading, mainly in health care and related products. The abolition of resale price maintenance coupled with the development of shopping precincts and an increased mobility, due to the motor car, has brought about a change in retailing from the small shop to that of the super- and hypermarkets using self-service and price-cutting merchandising techniques. This development has resulted in a reduction in commercial activity of some of the smaller pharmacies, and has therefore reduced their overall viability.

Number of pharmacies and prescriptions. The number of pharmacies steadily increased from 533 in 1949 to a peak of 715 in 1959, since when there has been

a constant decrease in number to 523 in 1977. The number of prescription items dispensed has risen steadily from just under 6m in 1949 to just over 12m in 1977.

Manpower. The high number of students taking up pharmacy in 1946-55 and the resulting increase in the number of pharmacies was not supported by a corresponding increase in volume of work generated by the new Health Service. Hence many new pharmacies faced difficulties and their opening adversely affected the viability of those already established. There does not appear to be a shortage of students or graduates in the late seventies, but the expected reduction in the early eighties should avoid an excess of pharmacists such as was noted in the early fifties.

The reasoning behind the recommendations

The following is the discussion by the sub-committee which formed the basis of the recommendations.

A proper distribution of pharmacies could provide an adequate pharmaceutical service throughout the Province but we believe that the recent rate of closures is liable to cause a deterioration of service. It is our considered opinion that some method should be introduced to control the distribution of pharmacies to provide an efficient service.

Control of opening new pharmacies. We are convinced that a rational distribution should be established. This may require the control of the opening of new pharmacies in a specific area. Areas should be declared "closed" or "open" zones depending on the adequacy of

service provided by the existing pharmacies. A restriction would be placed on the opening of any additional pharmacies in a "closed" zone, unless it could be indicated that a pharmacy was required to provide an adequate pharmaceutical service. By designating "open" zones it would help to identify the areas in which new pharmacies or alternative services should be introduced.

It would be necessary to review the designation of zones from time to time to take note of changing circumstances such as: opening and closing of pharmacies; changes in location of doctors' surgeries; development of the health centre programme; population redistribution; housing redevelopment; provision of other services and transport facilities.

Establishing pharmacies in specific areas. The establishment of controlled zones should encourage new pharmacies to open where the existing service is inadequate, provided there is sufficient remuneration from Health Service dispensing, community pharmacy practice and general sales. Where the existing service is considered inadequate and the opening of a new or continuation of an existing pharmacy is not considered economically viable, it is thought that provision should be made to reconsider the present terms and conditions to include financial inducements such as an initial practice allowance.

Other methods of providing a pharmaceutical service. We believe that in some rural parts, even with the financial inducements suggested to encourage opening of new or retention of existing pharmacies, it may not be economical to have a full-time service. In such circumstances, possible short term solutions would be the provision of a pharmaceutical service by: part-time pharmacies; collection and delivery services; or mobile pharmacies.

By operation of part-time pharmacies in specific areas the public would be provided with a fully comprehensive service including direct access to the pharmacist. A collection and delivery

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Members of the Ulster Chemists' Golfing Association at the celebration of the 50th anniversary of the McMullan Cup Competition held recently at Bangor



Further proposals for rational location

The following is a paper submitted by Mr O'Rourke and Mr Kerr, members of the subcommittee. It details how a committee similar to that in the Isle of Man could be set up. Also included are further recommendations.

In order to safeguard the pharmaceutical service in Northern Ireland, the Pharmaceutical Society of Northern Ireland recommends that a system similar to that of general practice medicine be established. This would be on the same basis as that now established in the Isle of Man, ie a Pharmaceutical List Committee would be set up consisting of five members: the chairman appointed by the Department of Health, two members appointed by the Department (these would not be politicians) and two members appointed by the profession. The term of office for the committee would be three years.

To preserve the present pattern of pharmacies, more new money would need to be introduced into the system of Health Service remuneration. To prevent any further deterioration of the service, we would put forward the following proposals:

□ The Pharmaceutical List Committee

and the Health Boards should be empowered to vet and approve localised rationalisation planned schemes and once approved should be enabled to declare the area as "closed." This would allow areas which have too many small single pharmacies to amalgamate into two-three pharmacist manned pharmacy units and enable them to provide an increased service from better facilities and stock and allow them to operate one or more part-time pharmacies in areas of local need.

□ Re-location expenses and practice payments for areas where the amalgamation or retention of essential pharmacies is necessary, should be paid.

□ Practice allowances for pharmacies dispensing up to 18,000 prescriptions per annum should be considered.

□ Inducement payments to encourage the introduction of new pharmacies in areas of need—including the setting up of a pharmacy in health centres—should be introduced.

□ The present limits of "sliding on cost" be reviewed and the upper limit be raised to 40 per cent. (Last increase was in 1967 and the ensuing inflation would indicate the need for review).

Collection and delivery services

Continued from p73

service would provide a dispensing service but would not offer direct access to the pharmacist or availability of non-prescription medicines supplied under his supervision. The use of mobile pharmacies is not considered practicable due to the difficulties of providing adequate security.

In an area where, by reason of distance, inadequacy of communications or other exceptional circumstances, a person would have serious difficulty in obtaining any necessary medicines or appliances from a pharmacist, the Board may, in accordance with regulations, require a doctor to supply them. We believe that while this provides a dispensing service it does not offer the public a comprehensive pharmaceutical service, including the availability of pharmacy controlled non-prescription medicines required for properly controlled self-medication.

Health centre pharmaceutical services. The trend for more doctors to practise from group practices or health centres is noted. We are convinced that with the provision of a pharmaceutical service in a health centre by a consortium of local pharmacists, the control exercised by means of "open" and "closed" zones and

the use of part-time pharmacies and/or collection and delivery services, a rationalised service would evolve.

A rationalised service would avoid the problem of "leap-frogging" towards a health centre or group practice and therefore prevent the adverse effect on the viability of the other pharmacies in the area.

Role of pharmacists in primary health care. We are firmly convinced that because a pharmacist working in the community is readily accessible to the public, he is in a unique position to provide a convenient source of information and expert advice on the day to day health and personal welfare problems.

It is noted that pharmacists are not being remunerated for their advice-giving role. It is thought that consideration should be given to the provision of additional means in order that a payment could be made for this role, in addition to the role of providing a dispensing service. Pharmacists should be encouraged to undertake additional education and training courses by providing the means whereby time and assistance would be available to them.

Involvement of the pharmacist in provision of prescribed medicines. There are a number of ways in which it is thought that the pharmacist in consultation with his medical colleagues could assist in the provision of prescribed medicines in a more economical manner. One is the introduction of a system by which a doctor would request the pharmacist to



Mr T. I. O'Rourke

repeat a specific prescription for a patient. The system could be controlled by either limiting the request to a specific number of repeats or for a period of time. Another method is by the introduction of calendar prescribing. In this system the doctor prescribes the product and indicates the number of days' treatment required. The pharmacist then dispenses the appropriate dosage units rather than a stated quantity.

Manpower. Considerable concern is expressed at the number of students entering the profession. This would appear to be in excess of the requirements for Northern Ireland. Some facts should be sought and some estimates made about the required number of entrants to universities leading to registration as pharmacists.

Recommendations

□ The present principle, whereby pharmacists provide general services as contractors to Boards, should continue.

□ To enable some control over the distribution of pharmacies, "closed" zones should be designated. The opening of a pharmacy for the dispensing of health service prescriptions in a "closed" zone would be permitted only where the application could be supported in terms of demonstrable advantages to the public.

□ A zone might be designated "closed" where:

(i) an adequate service is provided by existing pharmacies, or

(ii) the service in an area where there is a health centre or group medical practice would suffer as a result of "leap frogging", or

(iii) pharmaceutical services from a health centre were being, or will be provided, by a consortium of local pharmacists.

□ The advice available through existing consultative machinery should be supplemented by the appointment of a small advisory body consisting of Board members and pharmacists to assist in the

Concluded on p77

Introducing...

New Look with Clairol



40% of women are curled up and waiting for it.

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Bristows now provides the **only** shampoo for this consumer need with the introduction of a new variant for permed and damaged hair.

And of course we'll be backing the launch with advertising in womens' magazines, specially created for this variant.

If it satisfies 40% of women – it must be profitable for you.



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TOILETRIES**

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Pharmaceutical Society of Northern Ireland

Hospital substitute drugs pose a dilemma

The embarrassment caused to general practice pharmacists when they dispensed to patients who had received substituted drugs from a hospital pharmacy was highlighted at the June meeting of the Council of the Pharmaceutical Society of Northern Ireland. Mrs O'Rourke cited the patient who declared that she had been given the wrong prescription by the pharmacist when in fact the hospital had supplied another brand of the same preparation but incorrectly labelled. It was agreed that Mr Gorman, the secretary, would take up the matter with the Department of Health.

Two cases of advertising by members of the Society where the word "prescriptions" was used had been referred to the Society's Statutory Committee, it was reported, and were being dealt with by the chairman. In another case when a member of the Society had been convicted for breaches of the Medicines Act and regulations made thereunder, the chairman had directed the holding of an inquiry. Mr Dillon said a useful meeting with the representatives of the Northern Ireland Branch of the Guild of Hospital Pharmacists had been held on June 18.

One of the subjects discussed had been the number of technicians a hospital pharmacist could properly supervise. There was a tendency to increase the number of technicians employed in hospital pharmacies and a great deal depended on the type of work entrusted to them. Mr O'Rourke said that a pharmacist could supervise the practical training of only one student and he did not see how any pharmacist could adequately supervise the work of more than two technicians. He presumed that the hospital pharmacist had his own work to do as well as undertake the supervision. There would, no doubt, be hospital pharmacists engaged in work of such a nature that the supervision of technicians was out of the question. He felt that the matter warranted further discussion with the Guild representatives.

Mr Dillon said the matter of hospital pharmacists representation on the Council of the Society had been raised. It had been pointed out that the present Council included three pharmacists who were previously employed as hospital pharmacists but now were retired or employed in general practice. The procedure for election to the Council had been explained in detail and the dates for submission of nominations given.

A letter from the chairman of the Committee on the Safety of Medicines was read with which was enclosed detailed proposals for supplement-

ing the existing arrangements for the post-marketing surveillance of drugs. Professor D'Arcy said that these proposals would be particularly suitable for Northern Ireland in view of the computer system of pricing prescriptions in the province. He said Council should give the proposals whole hearted support. The president reported on a meeting held on June 7 and attended by representatives of Council and the executive committee of the Ulster Chemists' Association when the sale of veterinary medicines was discussed. As a result of the discussion it was felt it would be advantageous meeting representatives of the Northern Ireland Veterinary Association. The secretary reported that he had subsequently contacted the Association's secretary, and a meeting would be arranged in July.

Mr Kerr gave a brief report on a meeting which he and other members of Council had had with officials of the Department of Health when the recommendations contained in the Report on the Future Pharmaceutical Service in Northern Ireland were discussed. The report had been prepared by a sub-committee nominated by the Central Pharmaceutical Advisory Committee and was the culmination of a great deal of thought and labour (see p69).

A written report was submitted by Mr Kerr on the meeting of the EEC Pharmacy Groupement held in Brussels on June 12. In general, he said the meeting

Future of pharmacy in Northern Ireland

Continued from p74

designation of "closed" zones and the assessing of applications from pharmacists who wish to enter them.

☐ There should be no restriction on the establishment of pharmacies in "open" zones.

☐ The following factors should be considered in assessing the adequacy of current service.

(i) The effectiveness of services provided by existing pharmacies.

(ii) The present and proposed locations of doctors' surgeries and health centres.

(iii) Populations (size, age distribution, geographical spread and socio-economic grouping).

(iv) Pattern of shops and other services.

(v) Public transport arrangements.

(vi) Proposed housing developments.

had been constructive and there was evidence of a definite movement towards a more united and forceful attempt to have the Commission reintroduce many of the ideas included in the 1969 Directives.

It was reported in connection with the nominations submitted by Council for appointments to the four health and social services boards that the Minister had, for a number of reasons, decided to invite all existing members to accept reappointment for a further term ending on June 30, 1981. As a consequence the number of new appointments to be made at July 1, 1979 would be less than anticipated.

The applications of the following for registration as students were granted: Hazel Ruby Anderson, 83 Dublin Road, Omagh, co Tyrone; Debra Cunningham, 1 Iveagh Crescent, Newry co Down; Doreen Maud Garvin, Rathmore, Coalisland Dungannon, co Tyrone; Evelyn Sara Glass, 80 Carhill Road, Carvagh, Coleraine, co Londonderry; Gerard Anthony McCullagh, 20 Moneyconey Road, Draperstown, Magherafelt; Irish Annette Nicholl, 31 Tullaghbeg Road, Dungannon, co Tyrone; Lesley Margaret Wallace, 35 Westland Road, Cookstown, co Tyrone; Peter Paul Wright, 18 Broomhill Park, Belfast BT9 5JR.

Mrs M. Singleton the Society's examiner in pharmacy legislation, had sent in a report stating that Robert McGrath, 55 Parkmore, Craigavon, co Armagh had passed the recent examination in the subject. At the meeting the secretary reported that 40 candidates had passed the final examination for the BSc (Pharmacy) degree of the Queen's University of Belfast. Two candidates had obtained first class honours, 13 second class honours first division, 17 second class honours second division, 3 third class honours and 5 a pass degree. The president congratulated Mr Kerr whose son had obtained second class honours, first division.

☐ Boards should be authorised to make payments, for example, of initial practice allowances, or otherwise offer preferential financial terms to induce pharmacists to set up businesses in uneconomical urban areas.

☐ Where the cost of inducement is unjustifiably high, arrangements should be made for either a part-time pharmacy, or a collection and delivery service.

☐ A change should be made in the "out of hours" service.

☐ The advisory role of the pharmacist should be recognised by appropriate adjustments of payments.

☐ Consideration should be given to the number of persons entering universities for training leading to registration as a pharmacist.

☐ Consideration should be given to the contribution which pharmacists can make towards the effective and economic provision of prescribed medicines.

☐ The terms and conditions of service should be such as would encourage the establishment of partnerships of pharmacists providing services.



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31st July**

COME SHINE

**Make yours a
good summer with**

E45 Moisturising
Cream

1 PACK FREE WITH EVERY 12

DOUBLE BONUS

**linked to display when ordered
through your E45 representative**

**ORDER THROUGH YOUR WHOLESALER OR
E45 REPRESENTATIVE NOW**

Lilly recall drugs after antihistamine warning

All packs of Co-Pyronil capsules and Histadyl EC syrup, (unopened and opened) should be returned to usual wholesalers, following the Department of Health's order to withdraw methapyrilene products from sale. Eli Lilly and Co have written to all pharmacists, wholesalers and doctors advising them of the recall and stating that credit will be given in accordance with NAPD recall procedure.

The decision by the Department of Health, taken on the advice of the CSM at the end of last week, follows from research published in the United States which showed that methapyrilene could cause liver tumour in rats. The doses given to rats were 25 to 30 times the human dosage and were administered

over the life-span of the animals. The Department of Health has advised patients taking a product containing methapyrilene to change to an alternative as soon as possible and to destroy any remaining medicines in the home. However the Department has emphasised that there is no evidence to suggest that a similar effect would occur in humans but says that the possibility of the risk is sufficient to justify the action.

In their letter, Lilly have pointed out that Vortel capsules and syrup, withdrawn earlier in the year, also contained methapyrilene and pharmacists should return any residual stock of these products. The company intends to reformulate Co-Pyronil and Histadyl omitting methapyrilene.

ASA pursues two medicines complaints

The Advertising Standards Authority investigated two complaints about advertisements for pharmaceutical products during the whole of last year.

The ASA investigated 16 complaints against cosmetics/toiletries and two against health foods/medicines. According to the annual report 1978, a total of 3,816 complaints were received and 1,040 were pursued.

The chairman, Lord Thomson, writes that ASA's council has made it clear it is unanimously opposed to the Authority becoming a statutory body. The council—and the Office of Fair Trading—believe it would be wrong to give the ASA power to go to court to deal with advertisers it was unable to control through its own self-regulatory arrangements. "It would be bound to inhibit the willing co-operation most advertisers give the ASA in providing the information required to adjudicate on a complaint.

"Codes of practice which are genuinely self-regulatory and do not need all the paraphernalia of Parliamentary procedures to amend them to meet changing conditions and to solve problems as they arise in practice, can serve the public better than statutory regulations and complicated, costly court procedures", Lord Thomson writes.

Proposed increase in fees for medicals

The Health and Safety Commission have made proposals to the Secretary for Employment for increases in the fees paid by employers to the Health and Safety Executive's Employment Medical Advisory Service (EMAS) for statutory medical examinations carried out by the Service under various Factories Act Regulations. The fees have not been increased since 1971, and the Executive

need to increase them in order to carry out the policy of the Health and Safety Commission and the Government of recovering the full economic cost of the examinations. The examinations under sections 75 and 76 of the Factories Act to detect increased lead absorption or early signs of poisoning form the major proportion of all statutory examinations. And it is proposed that they should increase from £1.05 to £6.75 for the first person examined and from £0.35 to £2.25 for every other person examined.

Clotting changes in 'pill' workers

Workers exposed to the hormones used in the manufacture of oral contraceptives were found to have accelerated blood clotting tests, according to a report in last week's *British Medical Journal*.

The changes were similar to those induced by taking the hormones orally and were most pronounced in workers most closely associated with the industrial process. A safer work procedure suggested by the Employment Medical Advisory Service failed to protect the three workers subject to the highest exposure.

Sampling pharmacy before deciding

An opportunity for school leavers to sample the day to day life of their chosen professions is provided by the Solihull St Alphege Rotary Club. Mr Christopher Hands, MPS, chairman of the club's vocational committee, has provided job experience for two would-be pharmacists this year, the first time the scheme has been run. Each student spent a week at his pharmacy with one day at the local hospital.

Mr Hands said he had received enthusiastic reports from the students' school and one of the students had been accep-

ted by Chelsea. Life as a vet and as a reporter on the local paper were also tested by students in the Solihull scheme. Mr Hands said that if the venture proved successful it would be repeated next year.

Regent award for students

Regent Laboratories Ltd have initiated a new annual award to stimulate the interest of new pharmacy graduates in the pharmaceutical industry. Each year Regent Laboratories are presenting to each school of pharmacy a specially embossed copy of Martindale, The Extra Pharmacopoeia to the student who, in the opinion of the professorial staff, has achieved the most meritorious academic results that year.

In conjunction with the award, a number of opportunities will be made available for pharmacy students to gain vacation experience in pharmaceutical manufacturing and quality control with the company. Regent believe that by increasing experience of manufacturing industry among pharmacy students they will help to foster a deeper relationship between the profession and the industry as a whole.

Complaints to OFT 3pc down in year

From October 1977 to September 1978, 572,353 complaints about goods or services were notified to the Office of Fair Trading, a decrease of 3 per cent on the previous 12 months. In his annual report for 1978 (HM Stationery Office: £2) the director general of fair trading says that although one year's figures cannot support a firm conclusion, it would seem that traders were now more ready to deal effectively and sympathetically with disputes brought to their attention.

There were 2,558 consumer complaints about toilet requisites, soaps, detergents etc, which represented 17.7 per £ million spent compared with 20 per £m in 1976-77. When analysed by criminal legislation there were 32 complaints under the Medicines Act compared with 26 in 1977 and 1,287 (1,480) under the Trade Description's Act 1972.

Referring to advertising the director general said that research carried out to establish what consumers understood by certain advertisements was unique and represented the first work done in this field in the UK. The director general in his report "Review of the UK self-regulatory system of advertising control" concluded that overall the system was working well but some improvements were necessary. Although there was no evidence that legal controls were needed it was still felt that the provision of a reserve power for the director general would stimulate adherence to the Code of Advertising Practice. It would also facilitate action against the few deceptive advertisements which the present system failed to deal with quietly and effectively, the director general believes.

A word about

Sensodyne is the up-to-the-minute word in oral health. It's a full range of oral hygiene products – toothbrushes, toothpaste, dental floss – designed to help keep teeth and gums clean and healthy.

There are the established Sensodyne Toothbrushes – now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover,

two alternative designs for routine adult use – Junior for children – Gentle for people with sensitive teeth and gums.

As a companion to the Gentle toothbrush there's Sensodyne Toothpaste – a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss – double textured and lightly waxed, so that it spreads well and is easy to handle.

But Sensodyne means more than just a range of products. It also says a lot about quality. Because Sensodyne products are professionally designed and recommended by dentists. And Sensodyne tells you something about promotional support, too. We're putting more advertising



**Sensodyne
Searcher**



**Sensodyne
Gentle**



**Sensodyne
Junior**



**Sensodyne
Plaque
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Oral health: Sensodyne

muscle behind the Sensodyne range than ever before. Already, Sensodyne products are getting more dental promotion than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. The main target is young housewives and you'll see the ads appearing in magazines like "Woman", "Living" and "Radio Times."

Now about your part in all this. It's a vitally important one, because Sensodyne products are sold mainly through chemist shops – as you'd expect from their quality and pedigree. And we take steps to make it worth your while.

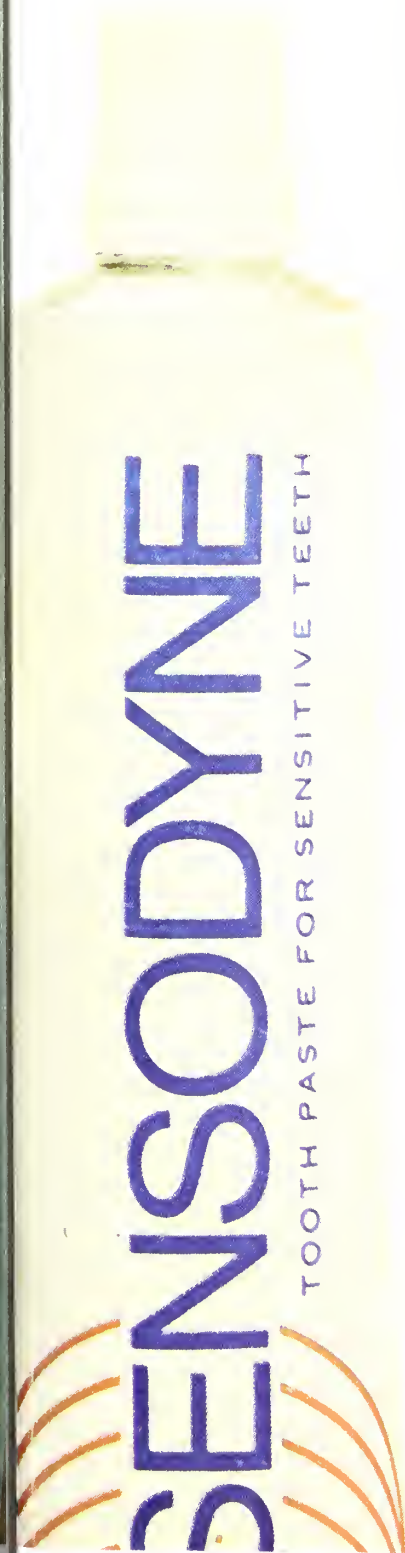
All toothbrushes and floss are on bonus from May to July inclusive – see your Stafford-Miller representative for details of the very special promotional package.

There's a big new display stand – see illustration – holding 12 dozen brushes and a dozen of dental floss.



Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend towards better oral health. You can put your word behind Sensodyne. We do.

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dental health from
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Hatfield,
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Things happen after a Badedas Competition...

Mrs. K.S. Schooley of 72 Shalmsford Street, Chartham, Canterbury, Kent,

Mr. Stewart Greene of 5 Holdenhurst Road, Bournemouth, and Ms Linda Whitehead c/o J.C.Dewhurst Chemist Ltd. of 321 Hale Road, Hale Barns, Cheshire.

have each won a VIP holiday for two at the sun-soaked Half Moon Hotel in Montego Bay, Jamaica.

Other Phase One winners, who will be receiving magnums of champagne as their runners-up prizes, are:

R.S. Hawkeswood of Stourton, Stourbridge, Worcs. L.M. Clark of Penistone, Sheffield. K.P. Shah of Shirley, Croydon, Surrey. J.S. Slater of St Mary Church, Torquay, Devon. John A. Lawson of Earby, Lancs. W.J. Blackburn of Coventry. D.R. Hargreaves of Newcastle-upon-Tyne. J.A. Williams of Hove, Sussex. P.B. Jordon of Lyndhurst, Hants. N.G. Hayter of Chandlers Ford, Eastleigh, Hants.

Keys to rooms at the Half Moon Hotel are open to be drawn now — in Phase Two, and in Phase Three of the Badedas VIP Competition, open May 1 to August 31 with a closing date of September 7.



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STV system for Council elections to stay

The single transferable vote system for the election of members of the Pharmaceutical Society's Council and auditors is to be retained, Council decided at its July meeting. A motion calling for a return to the "X" system of voting was lost by 13 votes to five.

Mr J. E. Balmford moved that the system be changed from next year. He said there had been four elections with the STV system and during that time there had been a decline in the number of people voting, although that was not a reason for changing the system. The last decline in the number of votes cast was largely a result of postal delays.

The fact that the General Medical Council would be using STV in their elections should to a certain extent be ignored, because it was a new idea. What should be considered, Mr Balmford continued, was the fact that many people did not understand the STV system and did not continue their transfer of votes far enough down the list of candidates.

The secretary and registrar pointed out that the system merely required an electorate to be numerate. One counted from one to 20. The fact that one did not use all the numbers was recognised and did not affect the system at all.

Apathy or argument

Mr Kerr said that apathy had been used as an argument against the system, but apathy was reflected also in branch attendances. It was much more difficult under the "X" system to get the spread of representation in Council—which was what mattered. Under the STV system, if employee pharmacists formed an organisation they could find a candidate to represent them.

Dr Booth said that, whatever system was used, the important aspect was making the electorate more aware of what the election was about and who the candidates were. His impression was that votes were cast without knowing what were the candidates' policies.

Mr Darling suggested that Council should be careful before reverting to the "X" system. Recalling the debates which took place before the changeover, he said there was an attempt to ensure the representation of minority interests on Council, and no matter what criticisms might be levelled at STV, it had done just that. Mr Darling said he would like another five years of STV to elapse before changing.

Mr Odd said it probably made little difference to the election result which system was used. Maybe the last two or three places at the very most might be

affected by STV, but if a candidate was near the top of the poll, the system did not make much difference. He felt STV should be given time to work.

Mr Dalglish said he had not been approached by a large number of people demanding a change. Apathy could perhaps be interpreted as the membership being satisfied with Council and seeing no reason to alter it. The greatest attribute of STV was the stability it had brought to Council in recent years. It had also given a broad spread of members from all branches of the profession.

Mr Howarth suggested that as the membership was equally divided and Council seemed equally divided, perhaps there could be one year with STV and one year with the "X" system.

Dr Smith felt it would be unwise to change again. In the eyes of people outside, a Council of a Society that kept changing its mind every few years would be subject to ridicule. STV should be allowed to run for at least another three and possibly five years.

Mr Balmford disagreed that the Council membership had changed substantially as a result of STV. When STV was introduced, it was to be reviewed after a reasonable trial period. A referendum of the membership indicated they wanted to revert to the "X" system. But Council in its wisdom ignored the wish of the majority, which was a completely undemocratic thing to do.

Public and private

The Organisation Committee considered the Council's existing convention regarding "public" and "private" business and the reporting of Council meetings. The policy is that Council meetings are divided into public and private sessions, and that during public sessions the Council may go into private session, which is signalled by the raising of a flag marked "Committee" on the officers' table.

At its meeting in April, the Council had reaffirmed the convention that if any member, speaking in private session, did not want his or her remarks reported, he or she must make a declaration to that effect. Any such remarks would not then be published unless the express permission of the member was obtained. The purpose of the convention was not to hide the views that members of Council might express but to safeguard the confidentiality of information provided.

During the Committee's consideration of the policy, the view was expressed that preparation of the Society's journal report in consultation with the secretary and registrar could imply the possibility

of censorship of business discussed in public. It was stated that it would be preferable for the editor to have total freedom over the preparation of the report. The editor explained how the report was prepared and said there was a need for full consultation with the secretariat in producing an authentic report. It was suggested that the preparation of those parts of the report concerning matters debated in public business should be completely free from secretariat influence. While agreeing with that in principle, the editor emphasised that current policy was satisfactory in practice.

Winter gifts for annuitants and beneficiaries in 1979 are to be 20 per cent higher than in 1978. Last year the gifts were as follows: A normal grant of £150; an additional grant of £50 where there was illness or disability; and a grant of £80 for those in care.

The Society is to ask the Veterinary Products Committee to hear verbal evidence concerning the review of the "merchants' list" from a four-man delegation representing the Society. Council agreed on the recommendation of the Practice Committee. The delegation will be commenting not only on the current proposals for change but also on the need for greater emphasis to be placed on the "pharmacy only" category.

The agricultural and veterinary pharmacists group committee is to mount a display at the British Pharmaceutical Conference in Exeter in September. The group's information area will be maintained for the Tuesday and Wednesday of the Conference.

No to BVA invitation

The Society has received an invitation to send a delegate to the British Veterinary Association annual congress, to be held in Aberdeen in September. The Practice Committee recommended, and Council agreed, that the BVA should be thanked for its invitation but informed that it could not be accepted because the congress coincided with the British Pharmaceutical Conference, at which members of the agricultural and veterinary pharmacists group committee would be required to man the Group's information area.

Following discussion at the annual general meeting of the industrial pharmacists group, it was recommended by the Practice Committee, and agreed by the Council, that the British Pharmaceutical Students Association should be informed of vocational work in industry and advised how to apply.

It was reported to the industrial pharmacists group committee that R. P. Scherer Ltd was prepared to continue with the presentation of its award for a further year. The Council accepted a recommendation that the Society should administer the award on the same basis as in previous years and that Mr Stevens and Professor P. Elworthy should be invited to serve on the panel of judges with Mr R. Collins of R. P. Scherer.

The elected members of the industrial

Continued on p84

Industrial experience

Continued from p83

pharmacists group committee were concerned that the Education Committee proposals on pre-registration experience allowed no general opportunity for a graduate to extend his industrial experience beyond six months, and they were not convinced of the desirability of assessment. Assessment implied the possibility of rejection, which could give rise to complaints from students that adequate facilities were not provided; that, in turn, might accentuate the training of all pre-registration students through the hospital service.

It was reported to the Practice Committee that a letter had been received from the secretary of a local pharmaceutical committee seeking a grant for a research project entitled "A community pharmacy counselling service for elderly, housebound, chronically sick patients in general practice medicine". The Committee was also informed that the family practitioner committee concerned, which was in favour of the project, was considering submitting a motion to the annual conference of FPCs, to be held in November, to allow an FPC to employ a peripatetic community pharmacist to offer a counselling service.

Council agreed it was in favour of the research, but not of any action to secure employment of a peripatetic community pharmacist until the results of the research were known. The pharmacist is to be invited to the Society to discuss the research and her possible employment as a peripatetic community pharmacist.

Clothier goes the rounds

It was reported to the Practice Committee that a consultation paper on the report of the National Joint Committee of the Medical and Pharmaceutical Professions on the dispensing of National Health Service prescriptions in rural areas of England and Wales (the Clothier Committee) has been sent by the Department of Health to the Society of Family Practitioners Committee, the Society of Administrators of Family Practitioner Services, the National Association of Health Authorities, the Medical Practices Committee, the Association of Community Health Councils, the Patients Association, the National Association of Local Councils, the National Federation of Womens Institutes, the Standing Conference of Rural Community Councils and the National Association for Patient Participation in General Practice.

The Society is to comment to the Government on proposed further amendments to several Orders and Regulations made under the Medicines Act 1968. The Law Committee received letters from the Department of Health and the Ministry of Agriculture, Fisheries and Food setting out proposed amendments to the

Medicines (Prescriptions Only) Order 1977, the Medicines (Pharmacy and General Sales—Exemption) Order 1977, the Medicines (Sale or Supply) Miscellaneous Provisions) Regulations 1977, the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1979 and the Medicines (General Sale List) Order 1977. The Committee noted that many of the proposed changes in the Prescription Only Medicines Order had been made following representations by the Society's law department.

Concern was expressed about proposed changes to labelling requirements, and there was also concern about the phraseology in relation to emergency supplies of preparations containing phenobarbitone. The Committee wished to have clarification on a suggestion that anti-histamines should be prescription only, and it was also noted that Paramol 118 was to become prescription only.

Exemption changes

Considering the proposed changes to the Pharmacy and General Sale Exemption Order, the Committee expressed concern at the lack of information as to the legal status of new products, particularly if the Official Gazette could no longer be used, as was proposed in the Order. It was strongly felt that there should be a tightening up of the wording relating to "health authority employees" in the school dental schemes, and it was felt that such products should be supplied by persons authorised by an APHo.

It was noted that the proposals for the Miscellaneous Provisions Order included a new requirement for the keeping of records in relation to samples taken under the drug testing scheme. The proposal was strongly objected to, and was thought to be inconsistent because NHS prescriptions were not required to be recorded by law, except for the records required under the Misuse of Drugs Act.

The Law Committee received a letter from the Department of Health inviting comment regarding the proposed content of Regulations to be made under Section 66 of the Medicines Act 1968 in respect of the sale, supply, storage and safe keeping of human medicines in hospitals, clinics, nursing homes and similar institutions in the "private sector". The Committee noted that the same code would be applied administratively in NHS hospitals. The document is to be considered at the July meeting of the hospital pharmacists group committee.

Council reconsidered the report on the future of general practice pharmacy in the light of the debate on the report at the annual meeting held in May. Council agreed to discuss with the Pharmaceutical Services Negotiating Committee the proposals in the report for local therapeutics committees, participation of pharmacists in national screening campaigns, NHS dispensing contracts for individual pharmacists, and after hours services.

Council also decided that the working party should be reconvened with the same membership to consider the preparation of a guide to professional

practice procedures, which would deal with dispensing procedures, sale of medicines and the provision of medicines on the pharmacist's professional judgment. It was also decided that the Science Committee should be requested to consider diagnostic testing by pharmacists in response to individual requests from doctors or patients, with particular reference to the special facilities and staff needed.

On ownership of pharmacies, Council considers it important there should be a reasonable balance between pharmacies owned by large companies and those owned, or controlled through a limited company, by individual pharmacists. Council decided a brief document of guidance should be prepared on the sources of advice available to pharmacists wishing to purchase a pharmacy, for circulation with other documents when members were registered initially, and for publication at intervals. Finally, it was agreed that patient registration with pharmacies should be reconsidered by Council when the results became known of the general practice subcommittee research project into the value of patient medication records.

Research grants increased

The number of the Pharmaceutical Society's research awards is to be increased and allowances similar to those of the Science Research Council are to be introduced. In 1980-1, there will be 12 awards instead of nine. In July 1980, further consideration will be given to increasing the number of awards to 15 at an appropriate date thereafter.

The Society is to prepare guidance for postgraduate course organisers and schools of pharmacy for training pharmacists in the symptomatic relief of minor ailments. Council also agreed that the National Pharmaceutical Association should be asked to defer a decision on the contents of its proposed advisory leaflets until consultation can take place between the Society and the NPA on the guidance when it has been prepared.

It was reported to the Education Committee that the Pharmacy Working Party of the Technician Education Council Life Science Programme Committee favoured a "two-tier" system for the education of dispensing technicians. The working party had agreed the following statement: "Taking into account the views expressed by representatives of official bodies and of a considerable amount of correspondence received, the working party recognises that the best way of reconciling the diverse needs of personnel in retail and hospital pharmacies and of the pharmaceutical industry is to develop a TEC certificate programme which contains a proportion of units meeting the requirements of retail pharmacy and acceptable to another qualifying body, for example, the Society of Apothecaries".

During Council's discussion of an Education Committee minute on the establishment of regional postgraduate education committees in England, Mr Steven noted with regret that no provision had been made for representation on the

committees of industrial pharmacists. An important and ever increasing branch of the profession should not be scorned in that way, he said.

Mr Dickinson said that it had been noted by the Council that provision was being made for co-option, and it had been decided, some months ago, that, when committees were appointed, if at any time industrial expertise was not available on the Committee, Council would then make representations to the regional health authority for such an appointment to be made.

It was noted at the meeting of the Manpower Committee that the total number of pharmacists on the Register continued to rise, and that the rate of net deletions, which had "peaked" in 1976 when the retention fee was raised, had settled to a lower figure. The coming year would probably again show a substantial increase in the total number of registered pharmacists. It was estimated that, if the yield from entries to schools of pharmacy remained constant, new registrations would remain at around 1,050 per year for the next four years.

The Society is to draw up contingency plans in preparation for a possible future shortage of places for preregistration experience. The Manpower Committee re-received a report of a meeting between representatives of the Society and the Department of Health to discuss the future provision of places for preregistration experience, particularly in the hospital service. Also discussed were future manpower needs in the hospital service, and it was noted that the Department considered it unlikely that there would be a need for more pharmacists in the future than at present.

Mr Knowles commented that, in the short term, transfer of the more routine tasks to technicians would reduce the demand for hospital pharmacists, but longer term developments would, in his opinion, lead to increased employment of pharmacists.

Better too few

The Manpower Committee considered reports of shortages of pharmacists in north east London and in the Society's Border region, and also noted that there was at present a shortage of hospital pharmacists in some areas of Britain, particularly in basic grade posts. A suggestion had been received from north east London that overall entrance numbers in schools of pharmacy should be increased. It was emphasised, however, that while in recent years the increased intakes into schools has been balanced by a high rate of retirements and deaths, the age distribution on the Register indicated that there would soon be a significant decrease in the latter, leading to a net increase in the number of registered pharmacists.

Professor Stuart, the Society's statistical adviser, said that on present intakes any shortage of pharmacists would soon be resolved, and considered that, on balance, a moderate shortage of pharmacists was a lesser evil than a gross excess.

LETTERS

Too late for some

Now we are over the rigours of VAT, strikes and increases in prices in the shop, let us assess the financial changes since our new Government took office—the cost of banking, mortgages, petrol, wages and, of course, manufacturers' prices to us. Nobody denies that prices must go up: what seems to be denied is that chemist contractors also need substantial rises as just yet again received by our "fellow" professions.

Putting on one side the insult of a claw back, and bearing in mind the extra VAT for which we will have to wait each quarter or month, let us have an instant partial solution with a lasting effect, from August. If it has taken the Department of Health three years plus to *not* sort out repeat script forms, no problem—we can implement it overnight by giving a maximum 30 days' supply from now on. If PSNC/PSGB would instruct us to do this who would go against it? Even multiples would back this one.

Negotiation is all very well, but those now out of business are beyond negotiation. Only those of us still left can institute long overdue action.

D. V. Brandon
Cheshire

In defence of doctors

The writer of the letter headed "Who should decide" (*C&D* June 16, p939) seems very ill-informed as to how the medical "mafia" (as he calls it) works. I know many doctors, all extremely overworked and underpaid. They work long hours both at their surgeries and in making calls to some very undesirable districts of London, mostly to high-rise flats. As for your subscriber claiming that first-aid, ear syringing, etc. are things of the past, this is absolute rubbish.

Society considers advising by viewdata

The Pharmaceutical Society is investigating the provision of information via Prestel, the Post Office's viewdata system. Considering a report on Prestel, prepared by members of the Society's staff, the Practice Committee at this month's meeting noted there were already 600 organisations on a waiting list. The Society could join the list without financial commitment and withdraw at any time.

The meeting also noted that the British Medical Association was already using Prestel, (see below) and that some of the advice given on particular conditions was that a pharmacist should be consulted. It was suggested the Society should join in discussions with other organisations about future co-operation.

□ The British Medical Association is

On health centres and clinics, your subscriber is wrong again in his claim that doctors don't do enough work there. Doctors do not intimidate patients; on the contrary, most doctors give so much time and care to their patients that they become ill themselves, and get no recognition for it.

Marie J. Holland

Enfield, Middlesex

The writer of the above letter is a dispenser in general practice pharmacy.
Editor

Cut the CDs

Several years ago in New Zealand the pack sizes of all CDs were reduced to units of 10 and all retail pharmacies reduced their stock-holding to the minimum possible. The change was then widely publicised in newspapers and on radio and television.

The overall result was to render the operation of breaking into pharmacies for CDs a non-profit-making exercise, and the incidence of burglary declined considerably. Is this plan too simple and logical to be effective in the UK?

David Hurr

Nettleham, Lincoln

Election thanks

Through the courtesy of your columns, I would like to express my thanks to the contractors in Trent Region for their support in electing me to serve on the Pharmaceutical Services Negotiating Committee. I look forward to working on behalf of pharmacy in the difficult days which lie ahead.

R. M. Onley

Nottingham

Telegram to No 10

I have sent the following telegram to No 10 Downing St: "By what divine right are MPs entitled to index linked wages when we lesser mortals have to wait for years."

U. A. Patel

Windsor

displaying a series of pages on the Post Office's Prestel viewdata system giving advice to the public on treatment or when to see a doctor. Located on page 5881, the advice relates to bites and stings, running nose, fever, sore throat, vomiting and diarrhoea, urinary system, cough, earache, and headache.

The caller is asked a series of questions requiring a "yes" or "no" answer. As the symptoms become more specific the caller is either told to see a doctor within a specified time or given advice on self-treatment; for example, hayfever sufferers are told antihistamines may be obtained from a chemist.

On the Time Out page (441) offering London emergency services, 24-hour chemists are listed as Bliss at Willesden Lane, NW6, and Boots, Piccadilly.

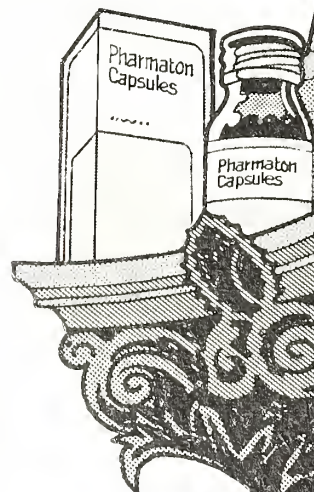
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COMPANY NEWS

Irish job creation in healthcare

Ireland's Industrial Development Authority plans to create an average 5,000 jobs each year in grant-aided manufacturing firms in the period to 1982. The main growth sectors include healthcare and chemicals.

This target, outlined in the IDA's new industrial plan, is the most ambitious ever set by the IDA. It represents a 40 per cent increase over the number of job commitments negotiated in the five years up to and including 1978. It will involve a total investment in fixed assets in manufacturing of £1,800m, and an additional £500m of output in each year. The IDA estimates it will need to negotiate each year projects which have long-term employment potential of 10,000. The basic strategy is to secure more than half of all new job commitments from firms within Ireland, with the remainder coming from new overseas investments.

Jeyes investment

As part of its capital investment programme, Jeyes Ltd has installed two new pieces of plant at its Thetford site at a total cost of more than £60,000. The first is a £41,000 Cassoli type over-

bagging machine for the automatic over-wrapping of Babysoft twin-pack toilet rolls. The only machine of its kind in operation in the UK, it will automatically collate and over-wrap 18 twin-packs with polythene film for protection during storage transit.

The second is a Bexuda Modufil 6-head volumetric filling machine which has been installed in the bleach bottling department at a total cost of more than £19,000. By replacing less modern equipment and providing higher capacity and greater accuracy of fill the new machine will provide a more cost-effective means of production.

Briefly

Dellex-Grosvenor Ltd have appointed K.S.M. Distributors Ltd as their sole distributors in Northern Ireland. All inquiries to 1 Enterprise Road, Bangor BT19 2TA.

The acquisition by **H J Heinz Co Ltd** of Country Kitchen Foods is not to be referred to the Monopolies and Mergers Commission under the provisions of the Fair Trading Act 1973. Mr John Nott, Secretary for Trade, has decided.

Hall's Chemist 143 Battersea High Street, London SW11 3JS, is under new management from July 1. All correspondence, invoices, credit notes, cheques, statements and receipts relating to before that date should be addressed to: N. Buckley, 97 Lonsdale Road, Barnes, London SW13 9DA.

APPOINTMENTS

R. P. Scherer Ltd: Mr Barrie P. Webb has been appointed chairman and chief executive. Mr Webb was previously director international marketing of R. P. Scherer Pty Ltd, Australia.

Unichem Ltd: Mr Michael Russell has been appointed data processing manager. Mr Russell joined the Society in November 1977 as assistant data processing manager and was part of the team that introduced the electronic ordering system, Prosper.

Leo Laboratories Ltd and Edwin Burgess Ltd: Mr T. E. Summers has been appointed to the board of both companies. Since joining Leo Laboratories in 1963 Mr Summers has held a number of senior management posts including sales director and general manager.

Mr Fothergill's Seeds, have appointed four sales representatives: Mr J. Barker in the Greater Manchester/Lancashire/Cheshire/Merseyside areas; Mr D. Leggatt, West London/Buckinghamshire/Berkshire/Oxfordshire and Hampshire; Mr M. Gardiner in S. Wales/Avon/Hereford & Worcester and Gloucestershire; Mr Bert Graham, Essex/Bedfordshire/Hertfordshire and North & East London. Other appointments are expected to be announced in the near future which will give the company national representation.

THE COPPERTONE DISPLAY COMPETITION.

LOUGH WINNERS:

50 — Malcolm Lions Pharmacy of Chelsea

20 — John C. Dyer of Hartlepool

Hobson Morns of Bridgnorth, Salop.

Mintz of Edgbaston

J. Otterway Drug Store of Charing, Kent.

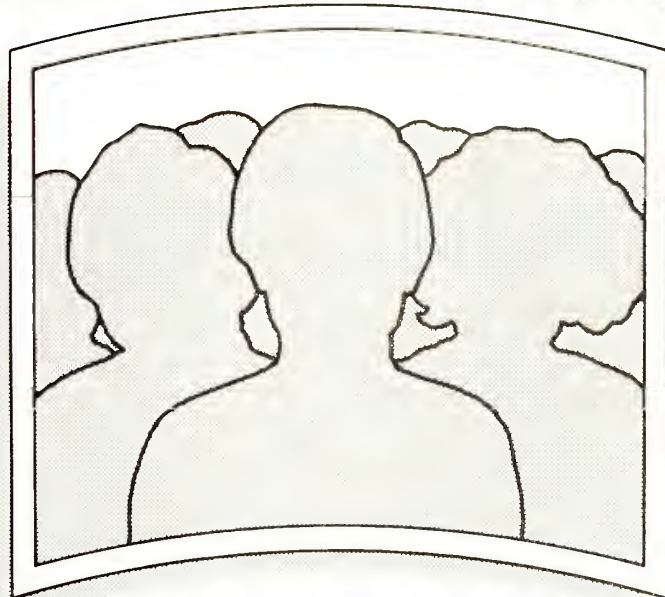
Wendy's Drug Store of Birmingham.

Peel Street Pharmacy of Blackpool.

Philip Couch of Polzeath, Cornwall.

Hugh Ross of Warley.

Tudor Jones of Birmingham.



LAST MONTH'S WINNERS.

The lucky people listed above entered our monthly competition to find the best suntan display featuring Coppertone.

To enter for this month, simply photograph your display. You can use our products liberally—under our No Risk Guarantee, you only pay for stocks actually sold. And then

AND THIS MONTH'S?

only at the end of the season.

Post your photograph, with your name and address on the reverse, to reach us by the closing date (shown below). And next month, the name at the top of the list could well be yours.



The Coppertone Display Competition. Plough (UK) Ltd., Penarth Street, London SE15 1TR. This month's competition closes July 28th. Last competition closes August 25th.

May sales up 14pc

Retail sales by chemists and photographic goods dealers were 14 per cent higher during May than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 288 (1971=100) while that of all types of business was 281, an increase of 14 per cent also. Independent chemists' sales rose 12 per cent to 236 whereas independent retailers generally rose 12 per cent to 237. NHS receipts are excluded.

In April sales by chemists were 15 per cent higher than April 1978 with an index of 272. The index for all types of business was 272, an increase of 14 per cent. Independent chemists' sales rose by 17 per cent to 220 while independents in general showed an increase of 12 per cent to 234.

Fuel advice

Suppliers of diesel fuel for goods vehicles, who have imposed more than the 7 per cent cutback agreed with the Government, should be asked to explain their action to their regular customers, advises the Freight Transport Association to its members. Companies are advised to carry out a thorough appraisal of their operations to see if there is any scope for fuel economy.

Yardley merit award

Yardley have been awarded the Diploma of Merit for outstanding products at Moscow's Expocentre.

This is the first international consumer trade fair held in the Soviet Union and was attended by over 800 participants. Yardley say they were the only one of the 30 cosmetic houses present to receive an award.

Tartrazine on labels

All food and drugs in the US containing tartrazine as a colouring agent are to be labelled with that information. The Food and Drug Administration will require this from July 2, 1981 for foods (July 27, 1980 for drugs) so that people allergic to the colourant can avoid it. About 100,000 in the US may be allergic to tartrazine and most of these are also allergic to aspirin. Tartrazine must be on the ingredient list as both tartrazine and Yellow No 5.

No to disposables

The Government still has no intention of supplying disposable hypodermic syringes and needles on NHS prescription. Minister for Health, Dr Gerard Vaughan, in a written Commons answer to Dr Roger Thomas, said they could already be supplied through hospitals when essential for patients who needed injections regularly. The cost for diabetics alone would be well over £9 million annually in England.

MARKET NEWS

Imports lower as £ rises

London, July 11: The sizeable rise in the value of sterling against the US dollar during the past week was clearly noticeable in the essential oils and crude drugs sectors as most forward rates were quoted lower. In oils, Brazil did not adjust its peppermint quotations while China did so and thus the gap between the two sources widened to £1.50/kg. Many botanicals were lower for the same reason, not that they were weak at origin. In fact, some were dearer but the rise was negated by the currency.

When it comes to domestic pharmaceutical chemicals it is a different story. So far this month there have been quite a number of increases announced and more are in the pipeline. Substantial rises in phenol costs recently have pushed up all salicylates for the second time in two months. Aspirin, for instance, is now £0.33/kg higher than at the end of April. Citric and tartaric acids together with their salts are considerably higher.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £345; 99.5 per cent £331; 80 per cent grade pure £300; technical £282.
Acetone: £390 metric ton for 30-drum lots.
Ammonium tartrate: Commercial £2.28 kg in 50-kg lots.
Aspirin: 10-ton lots £1.76 kg; imported £1.12.
Benzoic acid: BP in 500-kg lots, £0.8382 kg.
Bromides: Crystals £ per metric ton.

	Under 50-kg	50-kg	1,000-kg
Ammonium	1,111	950	891
Potassium crystals	1,043		1,001
powder	1,140	960	918
Sodium	1,140	967	924

Brucine sulphate: £45.00 kg.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium chloride: BP anhydrous 96/98% £1.13 kg in 50-kg lots of powder; granular £1.15 hexahydrate crystals BP 1968 £0.81.
Calcium gluconate: £1,800 per metric ton.
Calcium lactate: 100 kg lots £1.55.
Calcium pantothenate: £8.31 kg in 25-kg lots.
Chloroform: BP £443 to £470 per metric ton according to drum size. In 4 x 2-litre bottles £2.72 500-ml bottle £1.10 each.
Citric acid: BP per metric ton single deliveries, granular hydrous £797 anhydrous £857, five-ton contracts £735 and £790 respectively, crystalline £171.17 and £170.17 respectively.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £331.50, 85 per cent £278.
Hydrogen peroxide: 35 per cent £275 metric ton.
Kaolin: BP natural £152.05 per 1,000 kg; light £158.60 ex-works in minimum 10-ton lots ex-works.
Lactic acid: BP 88/90% £1.75 kg in 70-kg drum.
Magnesium carbonate: BP per metric ton—heavy £590, light £490.
Magnesium chloride: BP crystals £0.83 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £2.29 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,360; 28 per cent paste £440.
Magnesium oxide: BP per metric ton, heavy £1,350; light £1,360.
Magnesium sulphate: BP £136.50 metric ton; commercial £118.50, exsiccated BP £258.
Magnesium trisilicate: £0.90 kg in minimum 1,000-kg lot.
Methyl salicylate: 5-ton lots £1.55 kg; 1-ton £1.59.
Oxalic acid: Recrystallised £1.39 kg for 50-kg lots.
Phosphoric acid: BP sg 1.750 £0.4421 kg in 30 drum lots minimum.
Potassium acetate: BPC £0.95 kg for minimum £500 order.
Potassium ammonium tartrate: £2.24 kg in 50-kg lots.
Potassium bitartrate: £996 per metric ton.
Potassium citrate: Granular £956 per metric ton, powder £976.
Potassium diphosphate: BPC 1949 in 50-kg lots, granular £2.15 kg; powder £1.88.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.379 kg; sticks not offered; technical flakes £0.4577.
Potassium nitrate: Recrystallised £1.05 kg for 50-kg drums.
Potassium phosphate: monobasic BPC 1949, £1.30 kg in 50-kg lots.

Potassium sodium tartrate: £887 per metric ton.
Salicylic acid: 5-ton lot £1.42 kg; 1 ton £1.44.
Sodium acetate: BP crystals £0.94 kg in 50-kg.
Sodium acid phosphate: BP crystals £1.19-£1.34 kg as to source for 50-kg lots.
Sodium benzoate: £0.6347 kg 500-kg lots.
Sodium bicarbonate: BP from £107.24 metric ton as to grade in minimum, 10-ton lots delivered UK.
Sodium carbonate: Anhydrous £460 per metric ton.
Sodium chloride: Vacuum-dried in ton lots £31.52-£33.08 metric ton as to packing, delivered London.
Sodium citrate: Granular £797 metric ton; powder £817.
Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.82-£0.93 kg.
Sodium nitrate: Recrystallised £0.84 kg for 50-kg lots.
Sodium nitrite: BPC 1973 £0.90-£1.18 kg as to maker for 50-kg lots.
Sodium sulphate: Fine crystals BP £85.80 per metric ton, pea crystals £105.30; commercial £36.60 ex-works.
Sodium sulphite: Crystals £0.1655 kg (500 kg minimum).
Sodium thiosulphate: photo grade £187 per metric ton; £174.50 ton in 4-ton lots.
Talc: BPC sterilised £585 metric ton in 50-kg £351 for 1,000 kg lots.
Tartaric acid: £1,370 per metric ton.
Zinc acetate: Pure £1.26 kg in 50-kg lots.

Crude drugs

Agar: Spanish/Portuguese £6.50 kg.
Aloes: Cape £1,075 ton spot; £1,060, cif. Curacao nominally £2,230, cif, no spot.
Balsams: (kg) **Canada:** Easier at £12.70, spot; £12.30 cif. **Copaiba:** £3.10 spot £3, cif. **Peru** No spot; £9.40, cif. **Tolu:** £5.95 spot.
Belladonna: (kg) cif herb £1.39; leaves £2.11; root no offers.
Benzoin: £198, cif.
Cascara: £1,150 metric ton spot; £1,100, cif.
Cherry bark: Spot £1,120 metric ton; shipment £1,105, cif.
Cloves: Madagascar/Zanzibar £4,250 metric ton spot; £3,750, cif.
Cochineal: Tenerife black brilliant spot £17.35 kg nominal. Peru silver grey £14.65 spot; £14.30, cif.
Dandelion: Spot £1,950 metric ton spot; £1,770, cif.
Gentian root: £1,845 metric ton spot; £1,780, cif.
Ginger: Cochin £550 metric ton spot shipment £425, cif. Other sources not quoted.
Hydrastis: Spot £29.60 kg; no cif.
Ipecacuanha: (kg) Costa Rican £16 nominal. Matto Grosso £16.10 kg; cif, nominal.
Kola nuts: £480 metric ton spot; £418, cif.
Lemon peel: Spot £1,140 metric ton; £1,050, cif.
Liquorice root: Chinese £560, metric ton spot £535, cif. Block juice £1.63-£1.90 kg spot.
Menthol: (kg) Brazilian £6.10 spot; £5.85, cif. Chinese £5.80 in bond; £5.70, cif.
Pepper: (metric ton) Sarawak black £1,000 spot, £1,925 cif; white £1,475 spot; £2,750, cif.
Quillaia: Spot £995 metric ton; £720, cif.
Sarsaparilla: Jamaican £1,910 metric ton spot £1,850, cif.
Seeds: (metric ton, cif) **Anise:** China £815 for shipment. **Celery:** Indian £485. **Coriander:** Moroccan £195. **Cumin:** Indian £750, Iranian £800. **Fennel:** Indian £440. **Fenugreek:** Moroccan and Indian £235.
Senega: Canadian £10.05 kg spot. £8.50, cif.
Tonquin beans: Para £3.15; kg spot £2.85, cif.
Valerian: Dutch £1,890 metric ton spot; £1,835 cif; Indian £1,215 spot; £1,190, cif.
Witchhazel leaves: £2.25 kg spot; £2.10, cif.

Essential and expressed oils

Anise: (kg) Spot £14.25 shipment £13.90, cif.
Bois de rose: Spot £6.25 kg; shipment £6.10, cif.
Camphor: White £0.85 kg spot; £0.82, cif.
Cananga: Indonesia £15.75 kg spot and cif.
Cassia: No spot; shipment £37.75, kg cif.
Cedarwood: Chinese £1.25 kg spot; £1.11, cif.
Cinnamon: Ceylon leaf £2.40 kg spot; £2.43, cif; bark, English-distilled £160.
Citronella: Ceylon £3.40 kg spot; £3.08, cif. Chinese no spot; £3.30, cif.
Clove: Madagascar leaf, £2.60 kg spot; shipment £2.45, cif. Indonesian £2.55 spot; £2.05, cif. English-distilled bud £40.
Eucalyptus: Chinese £1.70 kg spot; £1.63, cif.
Geranium: Bourbon £46 kg spot; £44.75, cif.
Ginger: Chinese £41.50 kg spot; £42, cif. English distilled £95.
Lemongrass: Cochin £5.75 kg spot; £4.45, cif.
Olive: Spanish £1,340 per metric ton in 200-kg drums ex wharf; Mediterranean origin £1,360.
Palmarosa: Spot £16 kg; £15.40, cif.
Patchouli: Indonesia £14.15 spot; £13.90, cif.
Peppermint: (kg) Arvensis—Brazilian £4.40 spot; £4.80, cif. Chinese £3.30 spot; £3.15, cif. Piperata—American from £12 spot; £11, cif.
Petitgrain: Parauay £5.80 kg spot; £4.95, cif.
Spearmint: Chinese £10 spot and cif.
Velvet: Java £20.50 kg spot; £20, cif.
The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Advance information

International Exhibition Security '79, October 15-19, Juliana Hall, Utrecht, Holland. Aimed at industry, commerce, banks, insurance companies, police, security services and private users. Includes sections on mechanical protection; guard and alarm installations; burglary, theft and attack protection and transport protection. Further information from Royal Netherlands Industries Fair, Jaarbeursplein, Utrecht, Holland.

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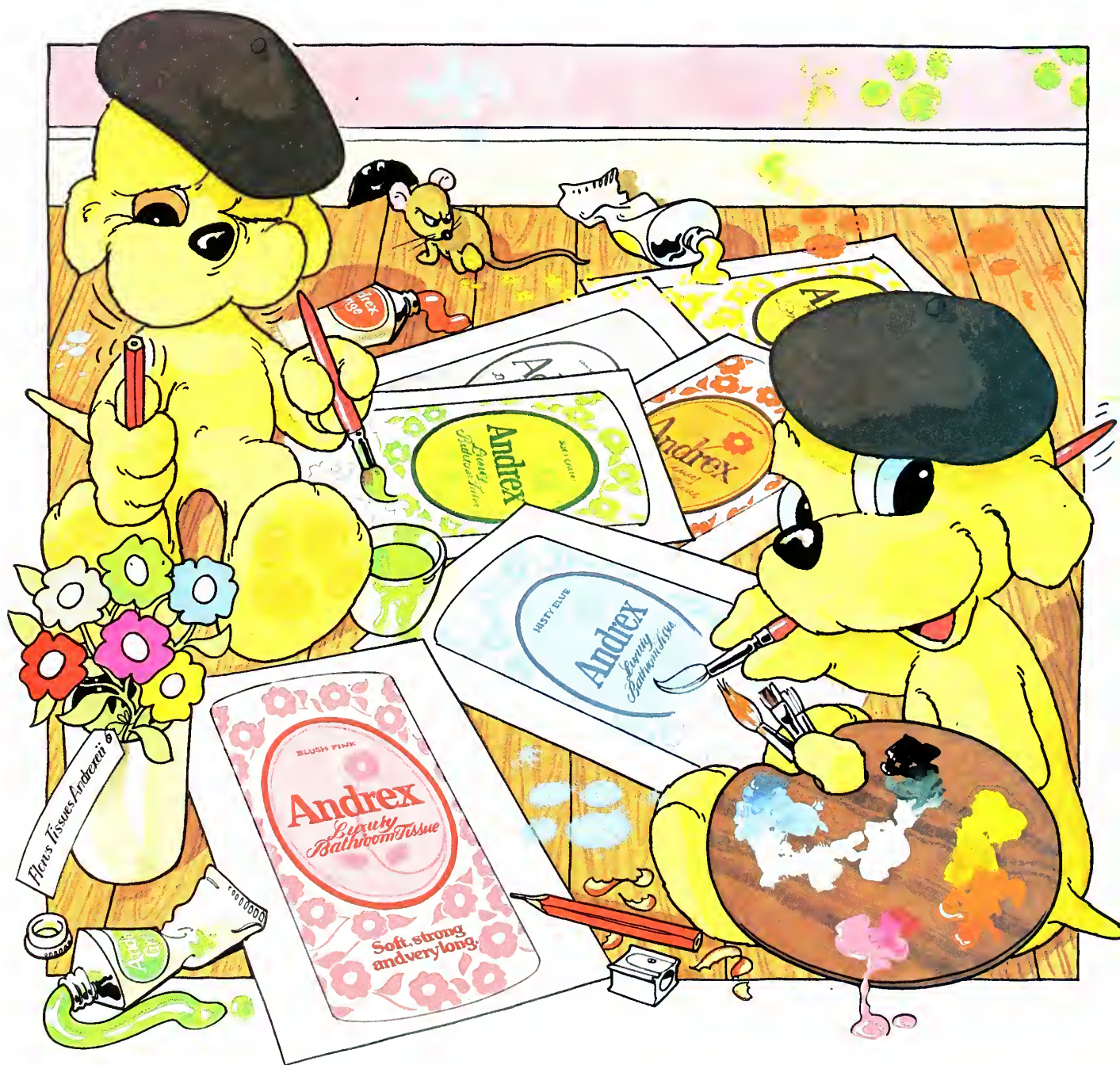
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